

Twenty-Ninth Year

TORONTO

January 2, 1914

2783

THE SHOE & LEATHER JOURNAL



A Prosperous and Happy
New Year
to
Every Reader

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

SERVICE!

First, Last and All the Time

THE one word "SERVICE" sums up in a nutshell my chief aim in business, for only by giving you the most satisfactory service can I hope to win your future patronage and esteem.

I mean service, not only in delivery, but in the quality of the goods I sell you.

My line for 1914 is more comprehensive than it has ever been; full of exceptional values in the most dependable brands of Shoes and Rubbers—the kind you can sell to your customers with the conviction that they'll come back to you for more.

Just glance at the well known brands listed below. If you're in a hurry to have your orders filled, mark them "RUSH," and we'll see that you get them in good time.

**James Robinson, 182-186 McGill St.
Montreal**

"KANT KRACK" "DAINTY MODE"
"ROYAL" and "BULL DOG" RUBBERS
ELMIRA FELTS
TRICKETT'S SLIPPERS
OIL TANS
MOOSE MOCCASINS, Etc., Etc.



1914

JANUARY



THURSDAY

RESOLVED:
To push the sale of "Nugget"
all this year.

The Nugget Polish Co. Limited

9, 11 and 13 DAVENPORT RD.

TORONTO, ONT.

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
MONTREAL, Que.

122 Adelaide St. West, Toronto

492 St. Valier St., Quebec

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.



“The Line of Least Resistance”

Why handle a line of Felt Footwear that entails hard work with very little profit, when the “Elmira” Line is at your service ?

The “Elmira” line of unsurpassable quality felt footwear is essentially “the line of least resistance.” There’s a well defined and ever ready demand for “Elmira” felt shoes and slippers, that makes them a profitable source of revenue to the retailer.

For over thirteen years “Elmiras” have been supreme on the market and we have been continually specializing until at the present time, our products are as near a state of perfection as exceptional manufacturing facilities, expert workmanship, and good quality materials can make them.

This specialization has also enabled us to keep down costs and you’ll find the prices set on Elmira Felt Shoes and Slippers are, in many cases, no higher than those set on much inferior brands.

All the best retailers in the Dominion, stock and sell “Elmira.” DO YOU?

Look out for the jobber’s samples for 1914.

Manufactured by

THE ELMIRA FELT COMPANY

BERLIN, ONTARIO



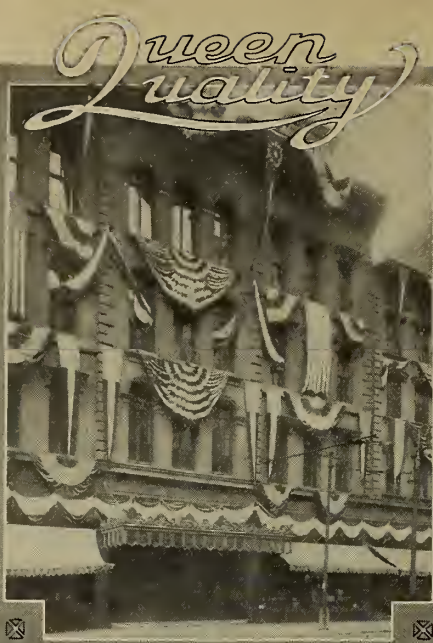
DOCTOR'S SPECIAL

OUR "Doctor's Special" shoe has always been made up to a standard, not down to a price. Being the pioneer in its field, it has been widely imitated—which has merely enhanced its high reputation.

Its extensive and increasing use proves that it occupies the premier place among shoes for Winter wear—**with men who care.**

J. & T. BELL LIMITED
MONTREAL, CAN.

MAKERS OF HIGH GRADE FOOTWEAR



Why C.F.HOVEY & CO. of Boston, Mass. Made a Change of Policy



The Hovey Store a Dominant Factor in New England For Over 67 Years

Now Featuring Queen Quality Shoes in Enlarged Shoe Department

When a store like C. F. Hovey & Co., Boston, makes a change in policy, there is always careful investigation, and sound reasoning behind it. All Boston, in fact, all New England, recognize the C. F. Hovey Store as one of the institutions of that city. The fact that a piece of merchandize is sold by this store, stamps it as being of honest value.

It has been the policy of this store not to handle named shoes, or, in fact, to feature any trademarked article; yet beginning with October 1st this year, the QUEEN QUALITY Shoe is the line featured in the \$3.50 to \$5.00 prices inclusive.

Before this change was made, the management of the store and the shoe buyer made a most thorough and exhaustive study of the QUEEN QUALITY proposition.

The QUEEN QUALITY Shoe was adopted only after the value of the shoe, and of the selling method, had been thoroughly investigated. Twice the management visited the QUEEN QUALITY factory. They bought QUEEN QUALITY Shoes at retail, and had them worn by their own help. They made inquiries from consumers who had worn the shoes as to their satisfying qualities. In short, they went at the problem in a thoroughgoing New England manner.

In speaking of the change of policy, recently, Mr. Johnson, one of the junior members of the firm, said:

"We finally decided to feature the QUEEN QUALITY Shoe because of the

merit of the shoe and the power of the proposition. This store is, and has been for years, one of the dominant factors in the substantial trade of New England.

"We believe the QUEEN QUALITY Shoe will fully satisfy this trade, and, in addition, appeal to the younger generation, and, therefore, be the means of opening new accounts, and of acquainting the younger people with the service and reliability of the store.

"After investigating carefully, we believe that the QUEEN QUALITY Shoe offers all that could be expected, at the price, in the matter of quality, fit and style, and that it will also be a means of attracting and holding trade irrespective of what value there is in the name and that the advertising and reputation of the QUEEN QUALITY Shoe is therefore an additional advantage which we do not have at present."

Mr. Leighton, buyer of the Shoe Department, in speaking of the change said:

"One of the best illustrations of the wisdom of featuring the QUEEN QUALITY line is shown in the fact that we had calls for more than fifty pairs of QUEEN QUALITY Shoes the day following the announcement that we were cleaning out our own line, and before the shoes were actually stocked.

"I believe the QUEEN QUALITY Shoe will give our customers the best possible service. It is made in a factory in which not the slightest detail is overlooked, and

for style and fit is unsurpassed at the price. And, yet, I expect to realize better profits in the sale of these shoes than from unnamed goods. Because any line being confined to this store enables us to base selling work on service instead of price.

"I consider that we have an advantage over the store which sells unbranded goods, because the responsibility of a manufacturer of an unbranded line ends with his sale to the store, not, of course, in the question of mechanical defects, but with regard to the sale of the goods.

"In the case of the QUEEN QUALITY Shoe, we have the co-operation of one of the biggest manufacturers in the country. He is as vitally interested in our sales as he is in his own. In fact, his sales in Boston are limited to the business we do, and after a careful investigation I know that the co-operation of the Thomas G. Plant Company in their stock department, advertising, etc., will mean more frequent turnover of our stock than would be possible with unbranded lines."

The featuring of the QUEEN QUALITY Shoes by C. F. Hovey & Co. is another indication of the consideration which the right named shoes, and especially the QUEEN QUALITY line, are receiving from the strongest retail stores in the country.

How about your own department? Are profits satisfactory? Does the stock turn as frequently as you would like to see it? If not, write for details of the QUEEN QUALITY proposition.

THOMAS G. PLANT COMPANY

101 BICKFORD ST., BOSTON, MASS.

BRANCH "IN-STOCK" DEPARTMENTS

W. M. MURDOFF & SON, TRENTON, ONT.
Canadian Representatives

CHICAGO
308-312 So. Jefferson St.

NEW YORK CITY
248 Duane St.



WALK-OVER POPULARITY

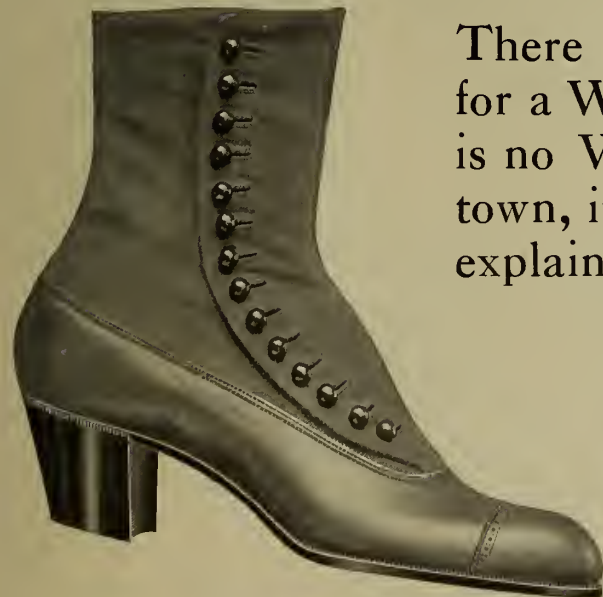
is evidenced by the hundreds of thousands of satisfied wearers all over the earth.

They are not looking for shoe satisfaction. They have found it.

Because—

In a pair of WALK-OVERS you get just a little more style, a little better wear and plenty of comfort.

We illustrate here two popular WALK-OVER models. The "Comfort" model for Men and the "Vogue" model for Women. These, with more than 160 others, are carried in stock ready to ship the same day your order is received at our two distributing points—Campello, Massachusetts, and St. Louis, Missouri.



"VOGUE" MODEL
Stock Dept. No. 2376
GUN METAL. CLOTH TOP
Sizes 2½ to 7. Widths AA to D



"COMFORT" MODEL
Stock Dept. No. 5255
VICI KID, WITH BOX KID TOP
Sizes 5 to 11. Widths A to E

There is always plenty of business waiting for a WALK-OVER representative. If there is no WALK-OVER representative in your town, it will be to your advantage to let us explain our proposition to you in detail.

GEO. E. KEITH COMPANY

Manufacturers of WALK-OVER SHOES
for MEN and WOMEN

CAMPELLO (Brockton), Mass.
ST. LOUIS, Missouri, 1117-19 LOCUST ST.





**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, Montre 1.

All Dealers



**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

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 custo-
mers for this popular seller? If
not, send your order to-day to our
nearest branch.

**Canadian Consolidated
Rubber Company
Limited**

MONTREAL

28 Branches throughout Canada



A Word to
the Wise is Sufficient

Consider this fact, Mr. Shoe Merchant! Every man and woman who buys shoes **must** buy hosiery too. Then doesn't it stand to reason that the store which sells both shoes and hosiery will make a double appeal to its customers?

There's Business Waiting for the Shoe Store Which Handles *Penmans* Hosiery

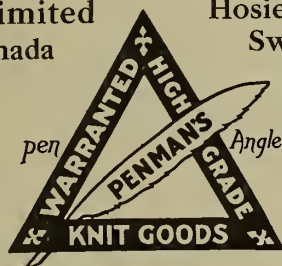
So—stock Penmans full-fashioned, seamless hosiery! It will not only please your Old Customers, but start New ones coming your way.

Penmans is made for men, women and children, in cotton, cashmere, silk and lisle—any weight and all the popular colors.

Look for the trade-mark.

Penmans Limited
Paris, Canada

Hosiery
Sweaters
Underwear



Penmans
Hosiery



From NOW until SPRING

the demand for rubbers will be big. Whether you can satisfactorily meet this demand depends upon the kind of rubbers you have in stock.

If you have Independent Brands you are assured of many good sales. From past experience people know that they can absolutely rely upon Independent Rubbers to give them a full measure of satisfaction. They'll be asking you for "Independents," and if you haven't a supply in stock you'll be losing their good custom.

Our line for 1914 embraces a wide range of attractive shapes and patterns, as well as the "old stand-bys" that have been such good sellers in the past.

Your order to any of the "Independent" selling agencies will receive prompt attention.

Independent Rubber Co., Limited

MERRITTON -:- ONTARIO



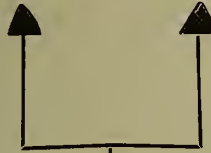
Independent Rubber Co. Brands are sold by

- 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.



Ames-Holden Shoes

McCready Shoes



Practically every member of "your local public" (Mr. Retailer) is a wearer of shoes. These they purchase from you or your competitor. Do you get a fair share of their favors? If not, can we help you? We can make you as strong as your strongest competitor. We market the finest and most useful range of Footwear the trade produces.

We hold enormous stocks in all our Branches. We sell at keen prices (our competitors will tell you this). We give good service. With our goods at your back, you are strengthened with the knowledge that you have easy access to the brains, and the finest goods machinery can produce. When you deal with us, you are right in the path of progress and as long as you use our stocks, and our service, there shall you remain.

Please note that we have the sole agency for Granby and Maple Leaf Rubbers, and we have sole agency for the Kimmel Felt Company and other felt goods. All seasonable goods in stock.

Write or wire to

Ames-Holden-McCready, Limited

The Big In-Stock House

| | | |
|----------|----------|-----------|
| MONTREAL | ST. JOHN | TORONTO |
| | WINNIPEG | |
| EDMONTON | CALGARY | VANCOUVER |

Do YOU want
this added
sales pull?



The Doctor's isn't just a man's shoe that you buy in competition with other men's shoes. It isn't just a shoe that you sell merely because it fits well and looks good.

There is more to the Doctor's than there is to the ordinary men's shoe. There are features—real ones, and sensible—that give it a sales pull far and above that possessed by most shoes.

The Doctor's puts into the mouths of your salespeople convincing arguments and sound selling points—and it backs up every one of them. Its features are sensible, useful and reliable, preventing wet feet, making walking a pleasure and overcoming corns and other foot troubles. Every point of advantage in the Doctor's shoe can be easily, quickly and convincingly explained to a customer. There is nothing that can't be readily understood and appreciated.

ASK YOUR JOBBER FOR FULL INFORMATION ON
THIS "ADDED SALES PULL" PROPOSITION.

The Tebutt Shoe & Leather Co., Limited
Three Rivers, Quebec

The PERTH Pleases the Most Fastidious

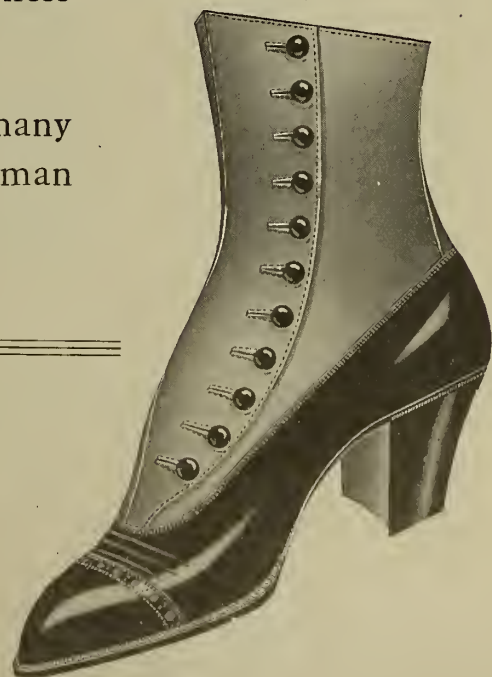


AT some time or another you must have encountered the "hard-to-please" customer—the woman whom it seems impossible to satisfy. She probably kept you a considerable time waiting upon her, then finally left your store—without making a single purchase.

To such a woman the Perth Shoe makes a particularly potent appeal.

With the Perth in your stock you can satisfy the needs of the most fastidious customer who enters your store. There's a note of dignity and refinement about the Perth Shoe that instantly compels attention, while the prices are not nearly as high as the attractiveness of the shoe would suggest.

You should carefully examine the many new appealing patterns our salesman will show you.



Perth Shoe Co., Limited

Exclusively Women's Goodyear Welts

PERTH, ONT.



The Shoe that is
100% Saleable

The
Classic
SHOE

¶ The great beauty of handling "Classic" Shoes is, that you don't have to argue to sell them. Just say—"Lady, it's a 'Classic'!" That closes the deal. Your customer knows that she is getting full value for her money; she has bought "Classic" Shoes before or perhaps she has heard all about them from her friends, and the sale is easily negotiated.

¶ We've got a fine and comprehensive range of Ladies', Misses' and Children's shoes; the kind that will put snap into your business for 1914.

¶ Why not get a thorough knowledge of the Classic Line?

¶ See our samples and let your customers know you sell "Classic" Shoes.

Getty & Scott, Limited

"Classic" Shoes

Galt : Ontario

Those Customers with Bunion Trouble— Do You Do Anything for Them? Why Not?



And especially when there's big profit in it, and mighty little work. Many a shoe salesman has spent valuable time stretching shoes to ease a Bunion, when he could have sold the customer a Scholl Bunion Shield and put some cash in his till. Not only that, but by satisfying the customer he would have made a favorable impression that would later sell more goods. Sell every customer with Bunion trouble

Scholl's Bunion Reducer

A pure gum rubber shield so shaped that it fits snugly over the enlarged joint, next to the skin, relieving all irritation caused by the shoe. It excludes all air and retains the natural moisture of the foot, thus arresting further growth of the Bunion enlargement by its reducing action on the tissues. Fits all feet perfectly—no shifting or bulging—no larger shoe needed. Used with success by Chiropodists and Shoe Dealers everywhere.

Retail 50c. each, \$1.00 per pair—three sizes. Nearly 100 per cent. profit. Send for sample to-day.

The Modern Shoe Store is no Longer Simply a Place to Sell Shoes

The proprietor, or at least one of the salesmen, has studied Dr. Scholl's Free Book on "Scientific Correction for Ailments of the Feet," and is the authority on Foot Trouble in his locality. Popular demand created by Scholl's wide advertising has made it a place where foot-suffering humanity can obtain relief.

Who gets all this business in your town. Do you? Why don't you? A very small investment will put you in a position to make big profits on every pair of troubled feet. Foot-Eazers and other Scholl's Arch Supports, Bunion Reducers, Bunion Rights, Bunion Springs, Absorbo Pads and other Scholl's specialties are quickly and easily fitted—you increase your prestige as a foot specialist—and make money besides. Write to-day for a Scholl catalogue and samples. It'll be worth your while.



Scholl Specialties Are Big Profit Bringers

The demand for these appliances is established and is being increased by daily advertisement in magazines, newspapers, and newspapers. Live dealers—helping by using our posters, signs, cut-outs, booklets and literature—matter—are being helped to quite a little extra money, too. Increase your income—get in a line of business that will pay you.

LET SCHOLL ADVERTISING HELP YOU

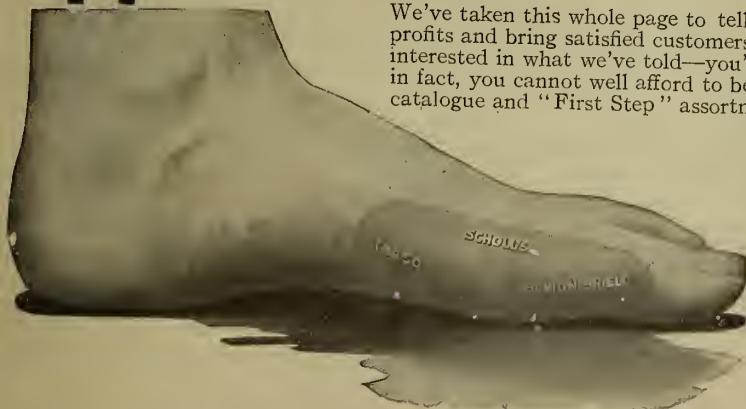
We've taken this whole page to tell you that Scholl's Foot Specialties are big profit bringers. We've told you some of the WHY. If you're interested in what we've told—you'll be more interested in the rest. And in fact, you cannot well afford to be without it. Write for our catalogue and "First Step" assortment offer.

Scholl M

213 West Schiller

Branch Offices—New York

LARGEST MANUFACTURER
IN THE WORLD



IF YOU?



The Everyday Shoe is an "Everyday Seller"

It requires no particular season of the year to be boosted—there's a well-defined, **ever ready** demand for it that makes it a constant source of profit to the dealer.

T. Sisman Shoe Co.
Limited
Aurora, Ontario



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.*

Kleanskak 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

If we have it, it's new; if it's new,
we have it.

Have you seen the new Tango Pump for Men

Made by

THE TETRAULT SHOE MFG. CO., OF MONTREAL
Largest makers of men's Goodyear Welts in Canada.

Permanent Sample Rooms

709 LUMSDEN BUILDING -:- TORONTO

J. HEFFERING, Representative

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

of
be a
Schol
Y
easy sellers—
but not all of it
you ought to
—right now. As
g. Co.
CH

7 Points

wherein **AMHERST SOLID SHOES** excel

1. Choice upper stock.
2. Solid leather heel stiffener.
3. All leather heels.
4. Tough solid leather out and insoles.
5. No sham under the tips.
6. Skilled workmanship.
7. Wax sewed seams.

They are not disappointing; that's why people ask for "AMHERST'S."

Do you carry them in stock? If not, why not?

Sales for 1913—OVER ONE MILLION DOLLARS.

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?

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 Happy New Year to One and All.

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

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.

Kenworthy Bros. Co.

110-112 Summer Street

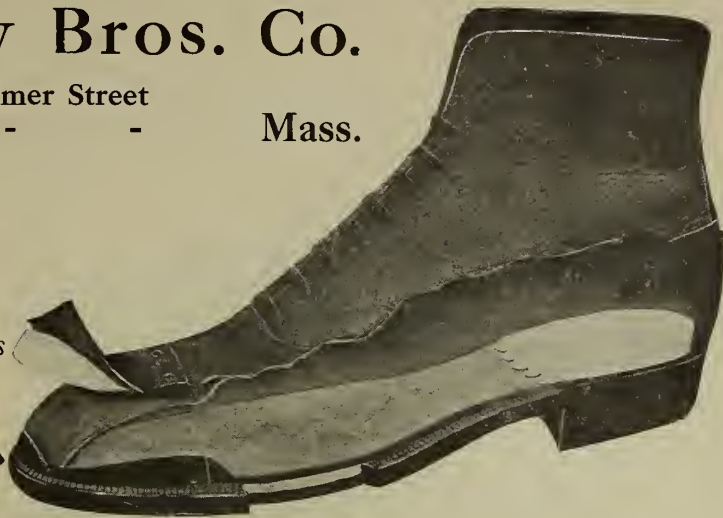
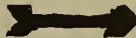
Boston

Mass.

FELT FOR THE SHOE TRADE

Send for samples and prices

Box Toe Felt



Felt Heel Pad



We sell cut Felt Heel Pads in several grades of felt and colors to match any size at practically the cost of piece felt.



Cushion Felt

Slipper Felt

Upper Felt

Box Toe Felt

Cushion Felt

Insole Felt

Lining Felt

Shoe Rack Felt

Sole Felt

Soft Sole Felt

Harness Felt



Steady Sellers ALL the Time

That's the great advantage of selling "YAMASKA" Brand Shoes. Sales don't fluctuate with the approach of certain seasons—there's a steady demand for them the year round that insures a *dependable* margin of profit for the dealer.

See our 1914 line of staples when our salesman calls on you.

La Compagnie J. A. & M. Cote

St. Hyacinthe, P. Q.



Our Business Has Grown

so rapidly that we were recently compelled to make an extension to our plant. This, of course, gives us increased facilities and enables us not only to produce

THE
AHRENS
SHOE

in greater quantities, but also to bring our products to a still higher degree of perfection, if that be at all possible.

Our policy, "EVERY PAIR SOLID LEATHER," will remain unchanged.

**Charles A. Ahrens Limited, BERLIN
ONTARIO**

MADE FOR THE MASSES

THE Aird line of Turns and McKays for men, women, boys and youths is not intended to appeal to one particular class of people.

It embraces a wide and attractive range of medium-priced goods that sell to the masses and enables you to satisfactorily meet the requirements of every "prospective" shoe customer who enters your store.

SEE OUR SAMPLES FOR 1914

AIRD & SON :: MONTREAL

YOUR



USMC



**GUARANTEE
FOR QUALITY**

**UNITED SHOE MACHINERY COMPANY
OF CANADA**

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



Three Reasons Why You Should Handle RIDEAU Shoes During 1914

First, because they represent the pick of the styles that have proven splendid sellers during previous seasons, and—

Because among them are some of the very neatest styles that have appeared for Spring selling.

Because they are made in an up-to-date factory, by skilled workmen under expert supervision—in short, made with sincere shoemaking ideals in view. All this is to your advantage.

Ask for the Rideau Shoe

The Rideau Shoe Co., Ltd.

103 Latour Street
Montreal



SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

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Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXIX. No. 1

TORONTO, JANUARY 2, 1914

\$1.00 per Year ^{In Advance}
Foreign Subscription, \$2.00

How Do You Take Stock and on What Basis of Value?

It is Generally Supposed Retail Goods are Worth the Cost Price, But This is Not Necessarily So—Do Not Deceive Yourself by False Valuations for You Cannot Mislead Others—The Purpose of Stocktaking

You will be stocktaking during the present month in an effort to find out how you stand.

You wonder what your inventory will show and whether the figures will reveal that your shelves are loaded with a lot of dead stock or your goods are all fresh and clean.

The fact that many retail stocks are offered for sale through various mediums and the knowledge that few of these ever obtain a buyer at anywhere near the inventory price, is sufficient proof that there must be something wrong either with the inventory itself or with the method of figuring it.

Inasmuch as it is now inventory period, this article should be most timely and it is hoped that many retailers will adopt some of the suggestions herein. To begin with, some retailers do not take an inventory at all. Such dealers are hopeless cases so far as establishing a retail system is concerned, and one even doubts if their business is in a healthy or even paying condition. Happily, the number who conduct their business affairs on such a loose scale is being reduced through the efforts of live credit men for wholesale and manufacturing houses. These credit men insist upon seeing an inventory and in comparing the inventory with the stock in hand before they allow extended credit.

The True Value of Goods

It is generally supposed that retail goods are worth their cost price, but this is not necessarily so. Take the present leather market and you will find that available finished leather was made from high priced hides, which could not be duplicated for much less money. The finished leather cannot be sold at a price commensurate with the cost, and, therefore, in this instance, as in the case of retail stocks, there are times when goods are not worth in the market even the cost price of manufacture. Shoes are frequently included in this category. Suppose you bought a lot of tans at \$2.00 a pair, intending to sell them at \$3.00 a pair, and on January 1 you had 50 pairs on your shelves. You might reason to yourself something after this fashion: "Well, those are pretty good styles and there is no reason why I should not sell them next summer. If I depreciate them now, my inventory won't be so strong and I guess on the whole, I'll take the chance and put them in at cost."

Now here is what actually or possibly happens: Those tans don't go as well as was expected, and the 50 pairs only, dwindle down to 41 pairs after strenuous sale prices, etc. But you have them inventoried at cost, which means that you have been deceiving yourself right along. Now what

are you going to do? In a fit of wrath, you are likely to mark them down to \$1.00 a pair, and sell out the entire lot at a loss of \$41 over the original cost to you, but they have stood right along on your inventory as being worth \$82.

This is only one item, and when it is considered that it might run up into ten or a dozen such cases during a year with a fair sized business, on this same basis, it can be seen that you would have lost \$400 or \$500 more in the year than you supposed you had. Certainly this is not fair to yourself, and if you do this repeatedly with full knowledge of what it brings you, there is no reason why you should not be classed with the man who cheats as a game of solitaire. You are only beating yourself and certainly that is poor satisfaction.

Retail Stocks Hard to Sell

One great reason why more retail stores are not sold in response to the advertising of their owners, is because the inventory belies the case. Usually, the owner does not really believe he is misrepresenting things. He is so strongly possessed with the idea that the goods on his shelves must be worth what he paid for them that he can see no other logic

The writer once knew of a firm who purchased the stock in trade and good will of a shoe store in a thriving city. Shortly after the purchase, some defects in the stock were noticed, and later, over 700 pairs of shoes were sold to the junk man at 35 cents a pair, including the shoe laces and buttons on them. On the inventory, these goods showed a depreciation of about 10 per cent. on a cost price of better than \$2.50 per pair in the average. Moreover, the good-will was a myth, as the store had not enjoyed an enviable reputation for many years. The purchaser was stuck good and proper, and, after running the place for a little over a year, he closed its doors and stood a loss of over \$5,000. Here was a case where the owner had succeeded in fooling the buyer, but it did no good, for the purchase price was paid in installments, and was based on the representations made. When these discrepancies crept in, it resulted in a law suit, and the owner lost through having misrepresented affairs.

Depreciate Your Stock Yearly

Suppose that instead of trying to catch an unwary buyer, you depreciate your accumulated stock each year. When the time comes to sell out you can say to your prospect, "I have an inventory here which shows what the stock is actually worth in the store today. I have depreciated on

all the lines which are in any way unseasonable, and these figures I am showing you are absolutely reliable and true." Don't you believe that an interested party would be impressed with this sort of talk, and don't you believe that a sale could be much more easily effected in this manner?

What Do You Think Of This?

Only last week, I held a conversation with a dealer who had tried to sell his store. His price was out of reason with the value of the business. After repeated advertising, he gave up the matter and determined to try and make it pay for himself. He gave as his reason, however, "that buyers had no money when it came to actually buying and that they did not want to pay what the stock was worth." And I happened to know that he did have a lot of odds and ends in his stock, and that he took his inventory at selling price, and then deducted 25 per cent. from this total and called it a true inventory. Now, what do you think of that?

Travelers are Keen Judges

Traveling men for various houses run up against some very funny propositions when among the trade, and oftentimes they have much to do with securing credit for their customers. Much as a salesman wants to sell goods, he will rarely take on an account which he thinks will reflect on his judgment or cause any "comebacks." It is not possible to fool many of these bright men for they recognize many goods by the labels on the boxes and can classify them immediately as belonging to such and such a year. They know how much stock you have that is old and they know also about what your goods are worth. You cannot get far ahead of them in estimating values, for the simple reason that they are among retailers all the time, and they know better than you do what a fair valuation of your stock is.

Suppose now, that you ask for credit from some jobber and offer a statement of your assets and liabilities together with an inventory of your stock as the basis for such credit. Very likely the credit man will call around some day with the district salesman, and they will look over your stock. If you have a true account of it all, you will have little difficulty in getting an extension of credit, but if it is seen that you have grossly overestimated the valuation, it is likely that you will be refused.

Do Not Beat Yourself

Let us suppose a little more, and presume that you have asked for an extension when your business is in a tight place. If the credit man says, "Yes," your business is saved, but if he says, "No," every dollar you have in the world is likely to be lost. The view of the matter that appeals to us, is: Can you afford to take such chances when the greatest gain you can possibly secure by inventorying falsely is to beat yourself in your own store. With a proper depreciation allowed for dead stock and for wear and tear on equipment, the credit man will see that you have a correct insight into the problem of retailing, and he will have far greater confidence in you and your store than he would have under any other condition. These men are dealing with profits and losses all the time, and, when they see a dealer who realizes the importance of correctness in this detail, this same man stands out in their memory distinctly, and they are more inclined to be lenient with him.

If you do not need credit, you will find that proper accounting will secure for you the first and best offering on the market.

Salesmen will be instructed to call on your first, and thus you will be put in touch with many opportunities that otherwise would go to your more progressive neighbor. Illustrative of this, I remember a case wherein one of my employers was very decided in the matter of taking inventory. I noticed that about half of the traveling men visiting us

were those who had never sold us goods, and one day in a spirit of friendliness, I asked one of them why it was that he made a certain offer to us when there were larger stores in the city to whom he might have made it. He replied that his house had considered our firm the most desirable one to sell, because we were conservative and conducted our business along business lines. This set me thinking, and I then began to see a reason why we had to take our inventories twice, instead of once, as other firms did. Each six months, we took an inventory twice, using the second list to check the first. Oftentimes we found errors of hundreds of dollars, and, frequently, there would be whole shelves of goods overlooked in the first inventory, which would appear in the second one.

What Should Depreciation Be?

Now, to get down to actual figures in this matter of depreciation, I should suggest a depreciation of 5 per cent. each six months, or 10 per cent each year on store fixtures. This, as you will see, allows for a life of ten years for the store equipment. A few good firms figure more than this. As to stock, it should never inventory at prices above what you have offered it for sale. To explain this statement, we frequently find odds and ends of stock offered for sale during bargain periods for half price, and yet these same goods are listed in the semi-annual inventory at cost. This is manifestly unfair and only makes a showing which you have to overcome at some other period in your business. By figuring all these depreciations safely, your business is at all times clean. What profit you figure on this basis is really a profit of the kind you can bank on or borrow money on.

What is it Worth Right Now

Inventory your stock of shoes and findings at what you honestly believe you could get for them in the market if you were selling them right now. Never mind what they may be worth next summer or next winter. What they would bring now is the fixture in determining the inventory price if you want your business to figure safe.

"Too Busy To Read"

Not very long ago a subscription representative of the Bulletin was told by a merchant whom he was soliciting to subscribe to the paper that he had no time to read and consequently any thing he paid for the paper would be money wasted.

This is the kind of man who is continually bewailing his fate, whose business is always on its last legs, and whose competitors, both home and foreign, grew horns and a forked tail.

Furthermore, the man with no time to read is always apparently the busiest man in ten counties, fussing around with things that ought to be done by the clerk, who is allowed to loaf at his work and idle away his time.

This man dumps into the waste basket unread trade papers and circulars that have a direct bearing on his business and that contain matter which would help him raise it out of the slough of despond into which it has fallen.

The trouble with the man who has no time to read is that he has not learned that the successful merchant so arranges his work that he will have a reasonable amount of time for reading and for planning.

There is sure trouble ahead for the man who is so taken up with the small details of his business that he cannot find out how the other fellow is doing things and profit by the new ideas that are constantly coming to the front and making money for the merchant who adapts them to the special requirements of his individual business.—Twin City Commercial Bulletin.

The Real Value of a Modern Shoe Store Front

The Most Conspicuous Successes in the Retail Field Are Those Who Have Recognized Early the Import and Possibilities of Window Advertising—How to Make a Test of the Pulling Power of Displays—The Best Style of Front

Someone has estimated that fully fifty per cent. of the business done is done on the spur of the moment, the window display being responsible for the sudden desire of the customer for the articles shown. This estimate may be high, but it is a sure thing that a great deal of the business done is done by showing the goods, reminding men that they want certain things.

Some years ago the following paragraph was printed in many papers. The writer is fond of quoting it, because of its genuine worth.

Who Sees Your Window?

"How many people pass your shop in a day? If the average is ten a minute, in the eight busiest hours of the day 4,800 people must pass your window. This number represents what in newspaper parlance is called 'daily circulation.' Now, your show-window occupies, say, one hundred square feet surface, and in it you may display attractively quite a lot of shoes, changing the display as often as you wish. In a daily paper with an actual circulation of 4,800, 100 square inches (not square feet) would cost approximately \$10 to \$20 a day, and in this space you can only put illustrations of shoes, and as a rule these but imperfectly represent the articles. Now your window space represents a surface 144 times as great as this \$10 to \$20 newspaper space, has a depth as well as a surface, and in it can be displayed the footgear at different angles, and in a wide range of styles and patterns; and, furthermore, the shoes are seen at the entrance to your shop, inside of which a salesman stands

ready to give additional information, and exercise his abilities in making a sale. This window space is yours every day and all day; it presents wonderful possibilities as an advertising medium, and it is up to you to get those possibilities out of it. If newspaper space properly used is worth what it costs (and we are firmly convinced it is) how important it is that so valuable an advertising medium as the show window should not be neglected."

The Best Advertising Medium

Every shopkeeper ought to have that in his mind all day and every day. It is as true as anything is true. The window is one of the best advertising mediums, and in a great number of cases it is the very best of all. Do you wish to try the truth of this statement? It is easily done. Take any shoe that is almost daily called for, one that you can easily keep track of, and keep a record of the sales for one week without putting any of these on display in any way. Then put in your window a display of these shoes and keep a record of the sales for the next week, and compare the difference.

Then for the next test, try another style of shoe on an entirely different last. As a further test, take some slow seller, some style of toe or leather that is seasonable but is not called for often, and compare the sales of these with a display and without. Further, keep a true record for the week following the week they were on display. Then sum up the results. The showing will be something like this: First week, with no display, sales normal; second week,



A STRIKING DISPLAY OF SHOES SHOWN IN PARIS

Shoes arranged in irregular groups and displayed in pairs make the most attractive window. Large skins of the same color as the shoes, or in contrasting colors, improve the appearance of the window and hide the fixtures. Burlaps can be used to take the place of skins. Shoes should never

be displayed above the level of the eye, and small or medium sizes make the best window. Arrest the attention of the passerby by something out of the ordinary.—Illustration from "There's Money in Your Shoe Window," issued by National Cash Register Co.

with display, sales large; third week, no display, but the display of the week before still working, sales double the first week. This will be the average result in the average shop. Does this not prove the great value of the window?

The most conspicuous successes in the mercantile field are to those who have recognized early in their careers the full value of window advertising.

The store front should be kept as modern as possible. It is not an expense to make improvements, it is a splendid investment. The front is to the store what the setting is to a valuable brilliant, what the frame is to a picture. A poor window will kill the most fetching display of the most valuable footwear.

The Vestibule Front

Of late years there have been some remarkable changes in the shape and form of the show windows and entrance doors. At one time they were merely straight across, the only difference in them being in the size. Today there are a half-hundred different styles that are radically different in details as well as principles. The one most favored is the one that will afford the greatest amount of display space.

The vestibule or receding front has many advantages. It is a convenient place for prospective customers to enter and inspect the shoes, slippers, pumps, hockey boots, etc., on display. They are away from the jostling crowd and are almost inside the shop, instead of being just about to pass it when they have taken in the whole display. There is no other window just alongside that is perhaps as alluring as the one under inspection.

Get All the Improvements

Whatever you do in modernising your store front, see that it is an improvement, that you have all the improvements that are to be had. The cost is practically the same for a poor front as for a good one. Ask the architect, "glass men," the "light men," the "fixture men," and all the others who know something about windows, and frontages, for information before you do anything. They all have valuable pointers for the man who is ready to introduce modern ideas.

There should be a permanent background in every shop window. This will serve to keep the dust off the shoes, and as a setting for the display. It should be made perfectly airtight, if the trim is to be protected from dust.

The best background is made of wooden panels and mirrors. At any time when a special trim is to be made and a temporary one can be built in the window for the occasion.

A Window in Black and White

Hanan & Son, New York, recently showed an attractive window of shoes in black and white in their up-town Broadway store. The color scheme was carried out in black and white, with seasonable pumps and evening shoes. Two pedestals were draped in grass green plush and placed in the centre of the window space about five feet apart. On each pedestal a glass shelf was arranged diagonally, the ends of the shelves meeting at an angle toward the back of the window. On the shelf at the left side six pairs of slippers were placed in the following order; a black satin pump with rhinestone buckle, a patent leather pump with rhinestone heel, a white satin pump with black fur trimming, and in the centre of the shelf a black satin Tango dancing shoe on a form with rhinestone buckles at the intersection of the black satin lacings. On the other half of the shelf the same order prevailed. On the shelf at the right side the display began with a patent leather pump, with rhinestone heel, a black satin pump with white fur trimming, and a black patent leather Tango dancing shoe, the latter with large rhinestone buckle on a form. The mates of these slippers completed the shelf. On the floor of the window several pumps of suede, satin and patent leather, all carrying rhinestone buckles, were

arranged in pairs. Several unattached buckles were placed about among the shoes.

How to Become Good Window Trimmer

A salesman in a shoe house in a Manitoba town recently wrote: "I receive the SHOE AND LEATHER JOURNAL twice a month, and find it very interesting and beneficial. Would you be kind enough to give me some advice on window trimming? Can a man, by study, become a successful trimmer? Where could I get suggestions for the above? As you are aware, Christmas is rushing on and I would like to know where it would be possible to secure some ideas which would not cause too much expenditure to make a pretty holiday trim. I notice your excellent cuts of windows from time to time."

The following reply, which is self explanatory, was sent:

"The constant study of new ideas in window trimming, which are published from time to time in the SHOE AND LEATHER JOURNAL, will enable a man to become a thoroughly successful window trimmer. In order to get closer in touch with this information, we would very strongly advise frequent trips to the larger cities where you can make acquaintances with trimmers in the largest stores, who are always very glad, indeed, to meet men from smaller places; or if you are considering the work of window trimming as a profession, the best way of doing it would be to take a course in some such school as the Economist Training School, New York, or Koester School, Chicago; or what would be nearly as good would be to secure a junior's position with some good window trimmer (names furnished) who takes a great pride in teaching the boys the fundamental principles of window trimming, and some of the best trimmers in Canada today have secured their tuition through connection with these men.

"Many avenues of information for window trimmers are open. Another important one is the Canadian Window Trimmers Association, composed of window trimmers, card writers and advertising writers. This Association holds a convention in Toronto in August of each year. At this convention prominent men give lectures and demonstrations. For instance, last year instructors were present from The Economist Training School and Koester School, and other prominent trimmers gave addresses and demonstrations on other phases of window trimming work. We would strongly advise your becoming a member of this Association. The fee is insignificant when compared to the possible benefits, the membership for one year being \$2.00, and according to the writer's estimate, it should be worth at least \$50 to any man.

"Now, in reference to holiday trims, we are sending you some issues of our paper from which you can secure timely suggestions. Santa Claus in papier mache can be secured at \$3.50 each, as centre pieces for backgrounds, and other trims. These are effective and in view of the fact that they can be used for several years, their cost is not very great. We shall be pleased to give you any further information you may desire on this interesting subject."

The following answer came to hand. "Allow me to thank you for the JOURNALS and the good advice. I found the articles very helpful and interesting. I will try and get to the larger cities some time after the holidays. Will you please give me the address of the Secretary of the Canadian Window Trimmers Association. I am also going to take a course in chiropody, and I believe there are good openings, not only for window trimmers in the shoe line, but for those who understand the anatomy of the foot as it must prove a great advantage in proper fitting and relieving those who are suffering from pedal ailments.

"It may be said here, for the benefit of others similarly interested in window decoration, that the secretary of the Canadian Association of Window Trimmers, is F. J. Maxwell, 41 Stanley Street, St. Thomas, Ont.

"We Can no Longer Retain Our Present Prices"

Declared Chairman of Tanners' Section at Annual Meeting—Must Get an Advance on Ruling Quotations More in Keeping with Cost of Hides, Bark, etc.—Prohibit Slaughter of Female Cattle—New Officers Elected



The year just closed has been an eventful one in the history of the leather industry, said J. Sinclair, of Barrie, President of the Tanners' Section of the Board of Trade, at the annual meeting held in Toronto on December 19th.

At no time were tanners called upon to study the situation more closely than in the year 1913. Statistics upon statistics have been compiled. Volumes have been written until the shrewdest and most influential tanners in America shudder at the results of their investigations into the supply of hides. Indeed, so acute is the situation, that the general public, as well as our most talented and highest financiers, have been studying the problem of supply of cattle and beef, as increasing so much the cost of our living.

Hides Beat All Records

Hides, as you are all aware, have kept on advancing until they have surpassed all previous records. It is true that there has, this year, been a general retrenching in Canadian business owing to conditions in the Northwest and monetary stringency. All Canadian tanners curtailed their production in most classes of leather fully 50 per cent., and stocks of leather, both finished and in process, are lower than they have been in many years.

Fabrics and paper have been resorted to as substitutes for leather made from hides; this can only be temporary, as past experience have shown that the use of such substances has proven unsatisfactory.

In the United States a like curtailment has been going on among all tanners with a view of at least checking the price of hides. In face of this hides kept on steadily climbing, despite the monetary stringency, until we all have stock in our vats costing a price never known to Canadian tanners heretofore.

We tanners are only individuals, and are apt to get used to the everyday talk of high prices, but at this season of the year, when through checking our stock, we are confronted with figures that are, to say the least, disquieting. We ask ourselves the cause.

Cause of the Difficulty

While I will not attempt to go into statistics, I will give you a few figures as compiled by the United States Government.

In the last three years, their population has increased by 4,854,000; cattle have decreased 12,553,000. In the Argentine only one class, Frigorificos, showed an increase of 38,826 hides in the first six months of this year. Saladeros showed a shortage of 550,000. The total exports from the Argentine also showed a shortage in dry hides of 508,060, and wet salted a shortage of 583,891 hides. This same condition prevails the world over. In the Argentine legislation was passed prohibiting the slaughter of female cattle until they reached a certain age, with the view of keeping up the supply of beef. Our government (as well as governments of other countries) has been confronted with the problem of inducing the farmers to raise more cattle, and in my opinion we are nearing the time when our government should be asked to prohibit the killing of female cattle under five or six years of age.

In the last few weeks, since the duty has been taken off

cattle entering the United States, American buyers came over and to a large extent depleted the supply of cattle in Canada and took them across the border. The effect was, cattle on the hoof brought more money on Toronto market last week than the price paid in either Chicago or Buffalo.

We tanners must face these conditions fairly and squarely if we are to remain in business. It is true we have all been making every effort to improve and equip our plants with the most up-to-date machinery, and using the most modern methods of tanning until we have, at least for the time being, reached our limit in lessening the cost of our production. In face of all this, we can no longer retain our present prices, and must get an advance on the ruling prices of to-day more in keeping with the cost of hides, bark, etc., entering into the manufacture of leather.

A prominent Irish-American hide broker of Kansas City recently wrote:—

"So beholding a world-shortage of hides, one (to say the least of it) in prophesying of cheaper leather, should be well assured that the spirit speaking in him was a truthful one. While imagination is a beautiful gift, facts are not swayed in any manner by its ravings."

Country on a Sound Basis

It is gratifying to note, after a period of slackness in all trades, the few business failures throughout Canada, which proves our country to be on a sound business basis. Undoubtedly this is due largely to the shortening of credits. We tanners should bear in mind the force of this and keep working away with the object in view of getting the whole leather trade on a strict cash basis. Had the former terms of a few years ago been in vogue, viz., four to six months credit, a different tale would have to be told.

Trade in England has been brisk, and our exports in that direction steadily increasing. According to figures submitted by the Department of Trade and Commerce, Canada is in a better position to-day, with her exports relative to her imports, than at any time in the history of the country. These, coupled with an abundant harvest, which already has to some extent shifted the cloud of depression, liquidated to a large extent the commercial debt of both merchants and manufacturers, and given the air of freedom which we all appreciate.

Brother tanners, keep your nerve, work fervently and prudently, and the reward will be yours, concluded Mr. Sinclair.

The gathering was held at the National Club, Toronto, the members being first entertained to dinner by the retiring Chairman, Mr. Sinclair. There was a large attendance and several matters of much interest to the trade were considered.

A discussion took place in reference to the inspection of hides. At present in this district the inspection is voluntary and on a green basis, while in Montreal and Quebec it is on a cured basis. The Department of Trade and Commerce has for some time been communicating with the Tanners' Section to gain their views on compulsory inspection. After some consideration it was decided that the members were in favor of the inspection for quality only and not weight, this being deemed the fairest and most satisfactory method of dealing with this problem at the present time.

Officers Elected for the Year

The following officers were elected for the coming year: Chairman, S. Morley Wickett, Toronto.

Vice-Chairman, C. G. Marlatt, Oakville.

Secretary-Treasurer, F. G. Morley, Toronto.

Executive Committee—G. P. Beal, A. O. Beardmore, W. D. Beardmore, J. C. Breithaupt, A. R. Clarke, F. G. Clarke, Hon. E. J. Davis, Chas. King, J. J. Lamb, G. C. H. Lang, Geo McQuay, J. Sinclair.

Legislation Committee—Geo. P. Beal, R. M. Beal, A. O. Beardmore, W. D. Beardmore, A. R. Clarke, C. E. Clarke,



S. MORLEY WICKETT, THE NEW CHAIRMAN

Hon. E. J. Davis, H. B. Johnston, Chas. King, S. R. Wickett.

Transportation Committee—R. M. Beal, A. O. Beardmore, W. D. Beardmore, L. J. Breithaupt, A. R. Clarke, Hon. E. J. Davis, W. S. Edwards, H. B. Johnston, Chas. King, J. J. Lamb, G. C. H. Lang, John Sinclair, S. R. Wickett.

Corrects Some Wrong Ideas

J. M. Henderson, of Henderson Bros., Port Arthur, recently wrote the following letter to the Port Arthur Chronicle. The letter explains itself:—

"Having read the article on high cost of living in your paper of December 9th, and in particular where it says that shoes can be bought in the United States for \$2.25 and \$2.50, which have to be sold here for \$6.25 and \$6.50, I wish to contradict this. You can buy shoes here in Port Arthur for \$2.25 and \$2.50 which look all right externally. They have neither the material nor the workmanship in them.

Take any of the numerous branded American lines and what are they retailed for in the United States, \$4.50, \$5.00 and \$6.00. Other shoes are sold there for the low prices mentioned but they are made to sell, not to wear or for lasting qualities. I think that a Canadian \$2.50 shoe will outwear its cousin of the same price, but it has not the trimmings.

"I will also admit that the prices are higher here than in the States, about 10 per cent. in high-class goods and 20 per cent. in other lines. Their population has something to do with this, in other words their market is unlimited, while ours is limited."

In connection with the financial statement of J. McCullough, shoe retailer, 866 College street, Toronto, it was stated in the last issue that the assets were \$12,000 and the liabilities \$6,000. This was an error as the statement presented showed the assets to be over \$20,000. A satisfactory settlement was made by Mr. McCullough who is continuing business and the claims of all persons are being paid in full.

How Shoe Repairing Pays

"I fail to see why anyone should have the slightest doubt about the repairing department not being both beneficial and profitable, and certainly a well-equipped repair department which can turn out first-class work will prove a drawing card and increase business," says a western shoe retailer.

"By increased business, I mean this: Fifteen years ago I started an exclusive shoe repair business, and a very large percentage of the public would not patronize me, giving this reason, 'We always take our repairs where we buy our shoes.' This, in itself, was convincing proof that is for the retailer's benefit and profit to run a repair department. A few years later I started a retail shoe store, and my repair business commenced to grow right away. Furthermore, I found that the shoeman can command a much better price for his work than the ordinary repairer. This may seem strange, but it's true, and the public will pay a shoe dealer considerably more for attending to their repairs than the repairer receives. Very often a store keeper will carry a much better grade of leather, and have a better class of workmen, and generally he will pay more attention to his customers' needs—these, then, are the reasons why it is that the repair department is a splendid paying proposition for the retailer.

"As to the increased cost of material, I do not believe that shoemen need take fright as yet. There is still a splendid margin of profit to be made from repair work. Very often in this respect the users of sole leather stand in their own light by buying too cheap a grade of leather. Either they will not, or do not, understand that the old rule of the best is the cheapest here applies with double force, for the better the leather, the lighter the weight, thus lessening the actual cost.

"Now for the machinery side of the question: By all means get in modern repair machinery if you possibly can, but if you cannot, continue your repair department anyway. There is still a good margin to be made, even by the old-fashioned hand method. Referring again to increased cost, I am trying to interest repairers here to form an association to establish a staple price list, and it can be done if they show any amount of spirit and determination and lay aside the petty jealousies that sometimes exist amongst business men."

Stealing Shoes from Cases

"Yes," remarked a Toronto shoe retailer, "I read with a great deal of interest your article in the last number of the SHOE AND LEATHER JOURNAL in reference to goods being stolen in transit. Not long ago I had a shipment come in from London, Ont., in a packing case of box-board. The case was ripped open and out of the thirty-five pairs in it seventeen had been extracted. It is not unusual for us to have from one to a dozen or more pairs missing and we do not allow any shipments to come to us by freight in paste-board packing cases. It may be all right to ship that way by express. When we receive goods now we merely sign to the effect that they have been received, but not examined, as examination frequently reveals that several pairs of shoes are missing. In fact, some cases have been so badly broken into that the forwarding companies send along a statement to be filled out with the bill of lading in order that we may make the claim there and then. The habit of stealing things in transit appears to be increasing rather than decreasing. It is a nuisance to everybody connected with the trade, and I am sure that all branches of it will lend their assistance and support to the transportation companies in stamping out the evil."

Making Attractive Signs for the January Shoe Sale

The Proper Materials to Use—Large Canvas Signs Attract Attention—How to Use the Shield and Panel—The Selection of Brushes—Illustrations of Brush Stroke Alphabet—Give the Lettering Most Prominence

By R. T. D. EDWARDS, with the Robert Simpson Co., Toronto

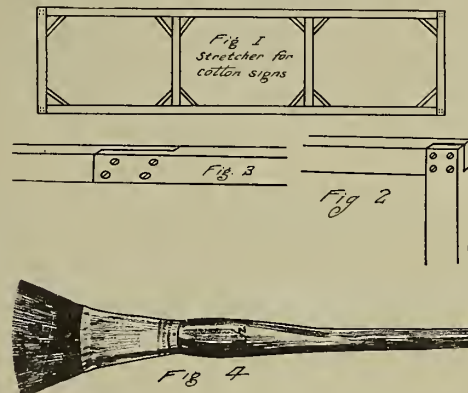
Now that the Holiday Season is over and Christmas trade is a thing of the past, necessarily there is a business reaction. Unless some stimulant is applied, business generally drops off materially. It has been the custom for many years, for some retailers to put on sales in January. This month is becoming the most popular selling month of the year to reduce odds and ends in shoes and clear the way for spring goods.

A newspaper campaign should be started and signs announcing the sales should be prepared. Large signs are very often used, stretching the full width of the store front. This attracts the attention of the public and gives the impression that something unusual is going on inside. For the purpose of aiding the merchant and the card writer in making large signs of all sorts, this article has been prepared. Large cotton signs being most generally used, the method of making these will be described.

How to Make the Signs

If the sign is only to stay up for a few days, it is not necessary to make a stretcher for it. Two slats, tacked on the ends, will hold it in place for a short time. But when a sign is to be left up for a month, it should be put on a stretcher made up as shown in Fig. 1. The sketch shows supports on each angle, but this is not necessary for small signs. The frame should be made of one by three inch strips and the corners can be made exceedingly strong by the method shown in Fig. 2. Should it be necessary to make a splice to lengthen a piece, do so after the manner shown in Fig. 3. Sign writers' cotton is made three feet wide, therefore the full width of the sign should not exceed 32 inches. That will leave sufficient room to put it on the stretcher successfully. Tack one side

on full length at first, then the opposite side, leave the ends until the last and wrinkles are less liable to appear. Since sign writers' cotton has a prepared surface, for this kind of work, it should be used, if at all possible, but if it cannot be procured, get a cotton that is well sized with starch. Avoid a surface that has lint on it. A full-fledged sign writer tacks a sign on a wall to write it, but the card writer who is used to writing on a slant surface table should place the sign at the angle which he has been accustomed to use.



Black paint should be mixed from drop black ground in Japan and thinned down with turpentine to the proper flowing consistency. All other colors can be secured in Japan. Water colors, such as are used for show card purposes, can be used successfully on cotton signs that will be used inside the store where dampness will not affect it.

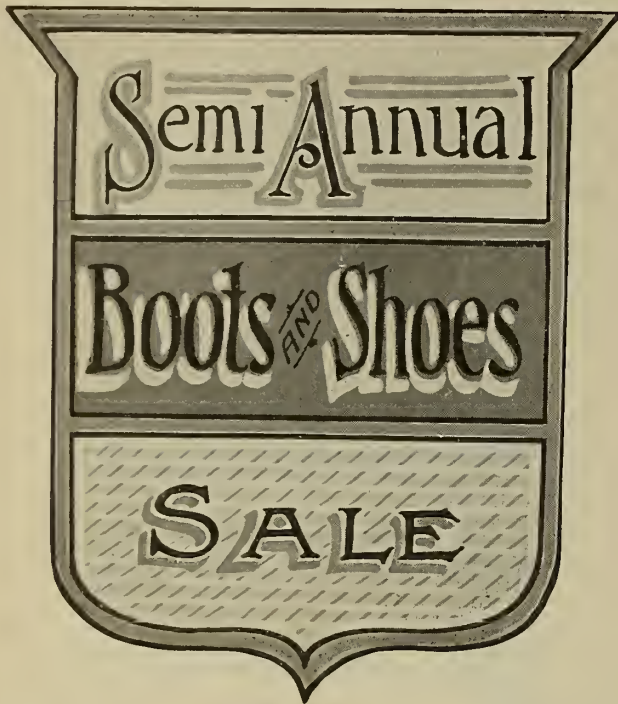
Use Care in Selecting Brushes

Brushes for the work must be selected with care, as cotton signs are like show cards and must be done quick. Fig.



ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopq
rstuvwxyz3A

No. 4 illustrates the style of brush used to procure the best results for this work. These may be secured in almost any width desired. And they make a good clean letter. As on quick show cards, one stroke should be used in cotton work where possible, unless an extra wide letter is required. In that



case, an outline letter is necessary. The brush stroke alphabet, which is illustrated this month, is the most popular for cotton work. It has been made in two tone grey, so that each stroke can be easily followed. By following this, there should be no trouble in making a well formed letter. Use a soft pencil very lightly, with which to space out the signs. Do not start to letter before places for each letter have been properly spaced. Do not trust to luck to get them all in. Fill the brush well with paint and work it out on a piece of glass before applying to the cotton. Work with a free arm movement and the arm or hand should not be rested on the sign. Enough paint should be carried in the brush to complete one stroke without having to go back over it. Care should be taken to get a uniform width stroke and to have both edges clean cut. A good point to remember when lettering out any sign or show card, is to give the wording the most prominence. Anything ornamental in the way of scroll, shading, etc., should only serve to make the lettering stand out more prominently.

Besides the cotton sign, many other ideas are used in the way of signs for use in January sale decorations. The shield and panel are used very successfully, an illustration of this being shown in Fig. A.

Can Styles Be Standardized?

One noticeable tendency in the matter of styles of boots and shoes which has been brought about by the concentration of shoe manufacturing in large factories is a tendency to standardize and reduce the number of styles shown each season, says American Shoemaking.

A rule to which there are many exceptions is that the most successful shoe manufacturer is the one making the fewest number of styles, in other words, the concern that has carried the specialization of product farthest. At the successful Walton factory, as everybody knows, specialization has even gone to the extreme of making but one style of

boys' shoes and one style of women's and misses', even eliminations of many of the widths is practiced.

It is not surprising, therefore, to find many boot and shoe manufacturers back of a systematic effort to bring about a standardization in styles. The method suggested for making the idea effective is to appoint a committee from those factories supporting the movement who will meet at the beginning of each season and determine what styles will be shown during that season.

Of course, such a movement will not be popular with everybody, as much trade is gained through retailers showing novelties, and the public is, without doubt, induced to purchase many dollars worth of additional footwear through the offering of new attractive models.

As an efficiency problem the idea appeals to American Shoemaking, so far as the manufacture of men's shoes is concerned, but in the production of women's footwear, we do not believe it to be either feasible or desirable. Constantly changing styles, while involving a large primary expense for the manufacturer is the sole excuse for the existence of many factories, where the entire season's run is often due to the introduction of snappy designs different from those shown by competitors. Then, too, the ability of American manufacturers to find markets for their product abroad is, in a large measure, due to the offering of styles which change with such frequency that competition from foreign manufacturers is rendered well nigh impossible.

The standardization of styles would, we believe, eliminate a considerable percentage of the output of footwear, and for this reason we believe it is impossible to make it generally effective on women's shoes.

It cannot be gainsaid that, judging purely from the standpoint of production, that is, producing the most dollars of intrinsic value for least cost, the idea is one which deserves support. The American public, however, is not, fortunately, compelled to purchase all of its wearing apparel upon the basis of intrinsic worth, but has been and, we trust, always will be in a position to indulge in fads and fancies that appeal to the eye as well as to the pocket-book.

The Passing of the Floor Walker

In modern retailing there is a growing tendency to take a more serious view of the men who hold positions in stores. In a little store paper issued by a certain large city store, some interesting comments are made on this subject. The "clerk" or "clark" of twenty years ago has been replaced by the "sales people." In some instances the "window trimmer" has become the "display manager" and now the "floor-walker" is to leave us. It is bad enough when customers come up to you and ask if you are a "floor-walker," but it is a good deal worse when employes of the store speak to customers and say, "Wait a minute, ma'm, and I'll call a floor-walker." Now the term "floor-walker" is obsolete. In the olden days the term aptly described the duties of the person who bore it. He was generally a beautiful man with curling mustache, whose principal duty was to stroll nonchalantly around the store, greeting customers here and there. He was a floor-walker, sure enough, and that is about all. The man on the job nowadays is called in this store a Floor Superintendent. He is directly responsible for the section to which he is assigned. He represents the firm on delicate matters of adjustment of credits, he has charge of the help, he must know all about the system of the store from the time the delivery is made in the afternoon in a far distant section of the city to the way shoes are manufactured, he has a book of rules to follow himself and another bookful that he must see that the salespeople adhere to. He's a foreman, watchman and policeman, and half a hundred other things. In justice to his position please refer to him as a 'Floor Superintendent.'

Is Competition in the Retail Shoe Trade Overdone?

How Many Stores Can a Town Stand?—What is the Result Where There Are Too Many in the Trade?—Why One Dealer Succeeds Where Others Have Failed—Some Points that Should be Taken into Consideration

Are there too many shoe shops in the average Canadian town, or rather stores selling shoes? Ask any traveler and he will tell you that nearly every centre, large and small, is done to death with establishments that handle footgear in greater or less quantities.

How many shoe stores can a town stand? Is there any standard by which the trade can go, or is it a case of jump in and try to beat the other fellow out, with the result that nobody makes more than a bare living. The struggle becomes a hand-to-mouth affair and the outcome is that prices are cut and slaughter sales conducted at all seasons the year round on one pretext or another.

Now, a turnover of \$15,000 is not a very large one in the shoe business, considering the small profit margins that are being made to-day and the fact that clean-up sales and losses on odds and ends reduce the season's gross profits.

How many shoe stores can a town stand? Of course, one could answer this question quite definitely so far as the population of a town or city itself is concerned, but there must be taken into consideration the fact that there is a large number of people living in the surrounding country, and just how many of these trade in such and such centre it is difficult to say.

For instance, say there are two thousand people in a certain place. This, of course, includes men, women, boys and girls and infants. Supposing on an average they buy three pairs of shoes a year; this would make six thousand pairs of shoes which one retailer would handle annually in that burg. The average price would not be more than \$2.50, everything considered, which would mean \$15,000 turnover annually.

Now, this shows conclusively that one store could cater



A JOLLY GROUP OF TRAVELING MEN TALKING IN A SAMPLE ROOM

Here is a picture of five jolly shoe travelers who happened to meet a few days before Christmas in the sample rooms of J. Heffering in the Lumsden Building, Toronto. It was too good a chance to be lost and Mr. Heffering quietly walked out and locked the door. He returned in a few minutes with a photographer who took a flashlight picture of the group before they could make good their escape. In the picture standing are G. H. Ansley, of Toronto, representative of the Kaufman Rubber Co., and the Woelfle Shoe Co., Berlin; Mr. Heffering, who represents Tetrault Shoe Co., Regina Shoe Co., and MacFarlane Shoe Co., of Montreal. Sitting are Harvey E. Graham, of Toronto, representing the Hartt Boot and Shoe Co., Fredericton, N.B., with which firm he has been for many years, except for the past two seasons when he was with Jackson & Savage in the West; next to him is G. H. Ferguson, who

resides in Vancouver, and has been twelve years with the Hartt firm, and then comes M. L. Savage, the live wire representative of the Tetrault Shoe Manufacturing Co., and the McDermott Shoe Manufacturing Co., of Montreal, and J. A. & M. Cote, of St. Hyacinthe, Que., in the Western Provinces. Messrs. Savage and Ferguson are widely known throughout the West, and are two of the most successful and enterprising men covering that extensive territory. They were on their way east from a holiday jaunt through the Southern and Western States, having visited California, Texas, Louisiana, Mexico and other points. They saw the scene of several battles waged by the revolutionists across the Mexican border. Mr. Ferguson spent the Christmas holidays with his parents in Fredericton, while Mr. Savage is with his family in Ayer, Mass., until he starts out in March on his fall selling expedition.

to the footwear requirements of a town of two thousand and yet only do a business of \$15,000 a year. The SHOE AND LEATHER JOURNAL knows that in many places of this size there are at least three, four, five and six shops selling shoes. By this is not meant that there are five exclusive shoe stores, but very often there are a couple of exclusive shoe shops, while grocers, hardwaremen, clothiers and dry goods houses all handle shoes.

The result is that business is cut down to a very fine point and the question arises where is this competition going to end? This state of affairs does not apply to the West, so much, but more particularly to the older provinces, where communities are not growing rapidly and in many cases have settled down to a rather staid existence. The advice, which is tendered most people about starting business, is to seek out the new towns and the faster growing smaller centres. Many people have an idea that the large city offers the best opportunity to the new man with its many outlying districts springing up. It is doubtful if the big cities really offer the best openings for real money making to the beginner in the shoe business. Within ten blocks of a new section in Toronto there are eight shoe dealers.

Other Fields Look Greener

The SHOE AND LEATHER JOURNAL frequently receives inquiries from shoemen in various parts of Canada requesting an opinion as to whether such and such a town or city could stand a first-class, up-to-date shoe store. It is strange the number of inquiries that have come to hand, particularly of late. The majority of these men who have some capital are decidedly anxious to get into big centres. When it is pointed out that smaller towns are the most eligible places the reply generally is that such and such a centre is not big enough, and the inquirer wants to do business where business is done on a large scale.

It is not unusual to find a shoe dealer doing a fair trade in a country town who wants to get to the smaller cities and the chap in the smaller cities desires to get to a place of fifty or sixty thousand people. The dealer in that sized city believes he would do much better if he were located in Vancouver, Winnipeg, Montreal, Toronto, or Ottawa, and thus human restlessness craves for some other sphere of operation and believes another centre is a veritable Eldorado.

There is positively no method of fixing the exact number of shoe stores that can do a good business in a certain community, for men will rush in even when many others have failed. In one town in Western Ontario of nine thousand there are twelve places where shoes are sold, and in another town in Eastern Ontario of six thousand people ten shops handling footwear. What is the result of all this? If there are too many dealers in one locality or district competition grows dangerously keen and the consumer is granted undue privileges and the dignity and standing of the trade is impaired.

Has High Ideals But—

Of course a man starting a shoe store talks about keeping a representative stock, fitting people properly, giving good service and splendid values, extending every courtesy, keeping the best fitters, the latest styles, having efficient methods and progressive ideas and using a score of other terms which sound very nice, although he may not live up to any of them. As to how many shoe stores one place can stand, it may be pointed out that it all depends upon the character of the stores. The whole situation resolves itself into a matter largely of staff, service and stock, the class of people, the kind of shoes they wear, whether it is a cash or credit community, scale of wages paid workers, etc.

While a good location on a business street with an

average amount of competition in a prosperous community no doubt means a good deal to any retailer, whether starting a new business or taking over an old one, it is by no means the entire consideration. How often one sees a first-class store conducted on live, progressive business principles start up in the very face of the keenest competition and succeed, while another establishment, under less energetic management, yet doing business under more favorable conditions, goes to the wall.

This much may be said, that no satisfactory answer can be given as to how many shoe stores such and such a town can or will support for the simple reason that much depends upon the stores and the proprietors themselves, the amount of stock carried, the service given, the class of footwear that the people buy, and whether the majority of residents are well-to-do or have very little money to spend, the proximity to larger centres and various other considerations. In towns, often not very far apart, residents buy a much better class of shoes in the one than they do in the other.

Certain communities seem to be generally regarded as "cheap," while others have a reputation of preferring quality goods. At any rate where there is too much competition, the whole trade suffers by the action of one or two who find that as the struggle grows keener they must sell closer and grant more privileges to the consumer. This frequently means that a dealer extends credit freely, has numerous clearance or reduction sales, keeps open late at night and shouts bargains, snaps, special values, astonishing offers, etc., until these terms really cease to have any honest or convincing meaning or to exercise a charm over would-be purchasers. The result is that the very heart is eaten out of profits and everybody engaged in the shoe business suffers because, whether he admits it or not, nearly every man is more or less influenced by his neighbors.

Where there is the required number of shoe stores to furnish people good service, and amply satisfy their pedal needs, a conscientious dealer will usually practice the principle of "live and let live," but, when the number of retailers goes beyond this mark the outcome eventually is a senseless, competitive war, injurious alike to the retailer who slashes prices and to his associates. The dignity of the trade suffers and doing business in the shoe line descends to the cheap John idea instead of being a legitimate, honorable pursuit.

Do You Give Clerks Pointers?

A Montreal shoe clerk writes the SHOE AND LEATHER JOURNAL as follows: "My boss is kind and obliging enough in many ways but he never seems to want to pass on too many ideas. He appears to think if he does that some day I may be able to 'put one over on him.' I am anxious to learn all about buying and how to conduct a first-class shoe store. Some bosses have a wonderful knack of keeping some of the fine points of the game away from their clerks for fear it may cost them a few dollars extra in salary. To my mind this is why certain clerks with ambition and a desire to get on and learn do not remain longer with these firms. They are not afforded any opportunity for self improvement."

Buying for a Discount

Many times buyers are lured by a big discount offer to lay in a larger quantity of goods than are necessary. This habit has resulted in a tendency for the retailer to over-buy. Now, over-buying is the cause of many failures. In hundreds of cases a larger amount of capital would not be necessary to carry on the business had the buyer not bought more goods than he needed, just to get the quantity discount. Buy for profit, not for the discount. Let the other man carry he load.

Why My First Venture in Shoe Business Failed

Misjudged the Town and the Class of Shoes the Residents Bought—Location and Environs of Prime Importance—People Were Interested Admirers but not Purchasers—Some Advice on Amount of Capital Required to Start

By R. J. D.

"I was anxious to go into the shoe business. I had eleven years' experience in several Canadian towns and had been with a number of firms. I thought that my insight into buying, selling, fitting, stock-keeping, and cost marking etc., was as complete and well grounded as that of many dealers who were making money in the trade. Here I was with a splendid equipment earning less money than a plumber, a carpenter or plasterer.

I was getting fifteen dollars a week and the boss said that he could not see fit to raise me as business was too bad. This made me all the more anxious to try my luck in the business game. I thought that I possessed a fund of ideas and pointers which would make customers come my way, and I had little doubt that if energy, persistency and industry counted in the upbuild of business I would succeed.

"I had no bad habits, possessed a good appearance, was well educated, and yet did not think that I knew it all. I was willing to learn, and so I began to cast about for a site. After making diligent enquiries from travelers, manufacturers and wholesalers, I decided to take the leap. I had not much capital, only twelve hundred dollars all told. A large jobbing house, who knew my character, standing, and knowledge of the trade was willing to back me in my venture as soon as I found a suitable opening. I found the right place, as I thought, and, after several months' trial, I am out all my money and the stock has been returned to the wholesaler. I can see now where I made a serious mistake, and I am narrating my experience, not so much to reveal my own weaknesses as to serve as a guide for others who may be like minded regarding embarking in business.

Location Knocked Me Out

Two points I wish to emphasize are. Before starting be perfectly sure that you have selected the right town and have sized up conditions properly and accurately. I failed in doing this, being, perhaps, too anxious to settle in a fairly large centre. Then I stocked too good a grade of shoes for the general class of trade. My expenses in beginning were heavy. I paid fifty dollars a month for a store, but the situation was all right and I made no mistake there. I put in exceptionally fine windows, using flowers and other decorative materials to good advantage, and yet I made an unlucky move in choosing the town that I did for a site for my initial venture. In a few months I had to close the doors and ship the stock back to the wholesale people at a rate on the dollar which, together with my heavy expenses, ate up all my original investment. The trouble, so far as I can estimate is that I miscalculated the town, which is noted as a manufacturing centre and is located in the eastern part of the Dominion.

Had Ear Marks of Prosperity

"I would give you its name but your readers would think that I was trying to knock the place, and that it was a case of sour grapes on my part. Nothing is farther from my thoughts, and I blame only myself for lack of foresight and bad judgment. I thought because there were several big industries in the burg that it must necessarily be thriving. The papers were full of the talk of the great future ahead of R—— and land agents had bought up whole blocks which they were subdividing and putting on the market at fancy figures, talking about hundreds of houses being needed to domicile the people. I found after I had got there that, while there were numerous industries they were not rushed by any means. Most of the army of employees were on

short time. Some plants were operating with only one-third or one-half the regular staff owing to the tightness of the money market.

"To cap it all, my stock was all the better class lines which I had been used to selling in my last position, and the retail price of my shoes was from three to five dollars a pair. The people admired my window displays, attractive shoes and handsome interior, but they did not buy in any large amount. The centre was overdone with footwear establishments, and among my competitors was a "slaughter house," which bought up nothing but jobs, bankrupt stocks, odds and ends of all kinds. The manager of that shop visited all shoe factories cleaning up whatever he could from the floor. This 'junk joint' set the standard of prices for men's welts at \$2.49 and for women's welts at \$1.98, and when workers in any town are not earning big wages owing to short time, they will not launch out and purchase fine footwear.

Back Again to Salesmen's Ranks

"I have little more to say regarding myself, and am not a welcher, but have been asked the cause of my reverse

Efficient Manager of a Shoe Department

A. T. Marshall, who is manager of the footwear department of Stewarts, Limited, Renfrew, is a Haldimand county boy, being born in that section of Ontario in 1887. After attending the public and high school he began his business career at the age of sixteen, serving three years in the general store of William Brown in Caledonia. In 1907 he went to Renfrew, taking a position on the staff of Carswell & Co.,



with whom he remained for nearly five years. He left the employ of that concern to take charge of the re-organized shoe department of Stewarts, Limited. Mr. Marshall is an enthusiastic shoeman and believes in method and system. He is a shrewd buyer and a capable salesman, who makes a close study of the wants of his customers and is succeeding in building up a constantly increasing trade.

and I have given it. Now I am back in the ranks of the salesmen, a wiser and poorer individual, but yet I am not discouraged. I would not advise any young man to stay out of business because I and some others have failed. That counsel would be as short sighted and superstitious as many of the proverbs of the present day. But from my own venture I would say, be sure you are right then go ahead. Be certain that there is a good opening. Do not take the advice of one man, but several. Then visit the place in which you are thinking of locating and spend some time there learning conditions accurately and at first hand what class of shoes people wear; how much money they have to spend; whether they are spending it and whether they are well employed. Do not make the mistake that I did of starting in business when times are dull and unemployment abroad. Better wait a little longer than be sorry.

The same advice may be given the man who wants to sell his business. The proper time to dispose of it is when trade is good, and sales are at high water mark, when the revenue will stand examination and affairs generally are on the move. If you wait until there is a lull or your trade drops off than you will have a difficult time to find a buyer. Yet, strange to say, nearly all men wait until the bottom has fairly dropped out of a business before they think of selling it, and then they wonder why some person does not come along and buy them out. In plain language they hope to catch "a sucker." It is a bad time to make a change on a stagnant or falling market.

Use Your Own Capital

"Then it is as well to go into business on your own capital and not on the other fellow's. I know that many will dispute this statement and point to scores of successful merchants in every province who have made the start with only a few hundred dollars of their own. While we learn of these great successes we never hear of the countless failures. But this may be said that the chances of success are against the individual to-day who has a lean purse in his mercantile venture. The fellow who has the capital at his back can stand the storm and stress of a period of hard times as he has something to fall back upon while the one doing business from hand to mouth, and who is at the beck and call of jobbers and manufacturers can not keep his kite flying when the trade winds subside.

"I know that a good front and bluff will sometimes carry a man a long way on the road, but, when depression arrives, he has no reserve force—capital—to fall back upon and soon collapses. If not, then his backers own him body and soul, store and stock. How much capital should a man have to enter the retail shoe business on his own account? I would say fully half as much cash as the stock he intends to carry. This is if he is going to carry five thousand worth of shoes at the outset he should have two thousand five hundred dollars in ready money or good security of a negotiable character. Some will pooh-pooh this idea, but remember that the times have changed and one can succeed to-day in the shoe or any other business as easily in the past.

The Power of Ready Money

"You must keep stock moving, buy to the very best advantage, take all discounts and purchase in as large quantities as possible for the quantity buyer gets the concessions every time, particularly when factories are running only from forty to sixty per cent. capacity.

"Confine your purchases to a few, well chosen lines and do not try to give every house or traveler an order. Thus you will avoid unsaleable stuff. I might go on giving advice, but perhaps have considerable effrontery to hand out this much after my recent reverse. But experience teaches and, if we do not profit by its lessons, there must be something lacking. Yes, I may go in the shoe business again but not just now, thank you. I am as much of an

optimist as ever and only blame myself for the unhappy termination of my first venture. I will continue to be 'bossed' a little longer anyway."

Handsome New Store in West

The new store, which has been opened in Medicine Hat, Alberta, by J. B. Edington, is a very attractive one. The shop is located in the new Hull Block on Toronto Street, in the busy business section of the city. The depth of the premises is sixty feet and the width is twenty feet. The shelving is of British Columbia pine, oak stained, while the store and office furniture is of quartered oak. The show window is fifteen feet in length by four feet in depth with oak panels and mirrors. The floor coverings in the store are of cork linoleum and nice rugs. The lighting fixtures are of burnished brass, being a combination of electric and gas. The cash register is of the very latest type, being operated electrically. The basement is of the same size as the store itself, which was opened during the past month. The stock consists of a general line of men's, boys', youths', women's, and children's high class Canadian and American footwear. The enterprising proprietor is J. B. Edington, and the chief clerk and buyer is A. J. Irvine.

Greatly Interested in Athletics

J. P. O'Loughlin, who is well known to most shoemen and conducts a retail shoe store in the Imperial Theatre Block, Montreal, recently proved his popularity in other circles outside of the shoe field. He was elected president of St. Patrick's Amateur Athletic Association, of Montreal. The proof of his allround popularity was demonstrated in the fact that he was chosen by acclamation. Mr. O'Loughlin's new office is a much coveted position, the association having one of the largest memberships in Canada. Only a man whose qualities as a leader have been recognized, can



aspire to such a high goal, and the honor done Mr. O'Loughlin is a signal one, although everybody recognizes him as the right man in the right position. He has taken a great interest in the association, as well as in athletics generally, having considerable prowess in this direction himself. During the season just finished, Mr. O'Loughlin acted as coach for the Shamrock Rugby Club of Montreal, and landed his club at the top of the heap. In sports as well as business his motto is "a little better than the other fellow."

Do You Think a January Sale is Really Necessary?

A Plain Discussion of the Question—Some Contend that January Sales are Harmful to Progress of Store—Impression it Creates with Customers—How to Dispose of old Stock by Other Methods

January and sometimes part of February is devoted to a yearly sale designated throughout the trade as the "January Clearing Sale." Why this yearly disposal of stock at a much reduced figure exists is rather difficult to explain, but nevertheless, shoe dealers as well as merchants in other lines from one end of the country to the other display in January a huge sign over their entrance, and advertise in many different ways the fact of this sale.

At a first glance one is convinced that there is a justification of this procedure. One member of the trade takes a strong stand in favor of disposing of goods at reduced prices. His neighbor, a block further down the street, is, on the other hand, utterly opposed to the idea.

Now, both these men have their reasons for holding their different opinions. The January sale has its advantages as well as its disadvantages. But the majority of progressive dealers would be only too happy to see it go out of existence. They hold one themselves, because everyone else does. Before going any farther, let us state that the location of the store and the class of trade which it caters to, has an important bearing on the value of the January sale. Cases of this kind have exceptions, however, and the point of view taken here is that of the average shoe retailer.

Why They Are Held

As to why it is found advisable to hold a sale there are many reasons advanced. The large majority will say that they hold theirs as a means of clearing out old stock early in the year. This is a fairly legitimate excuse. A Montreal shoeman says: "I think I am as good a buyer as seventy per cent. of those in the trade, but in spite of careful and judicious purchasing, I am bound to have some lines left over, some stickers, slow lines or shelf-warmers. Now, I don't believe in the January sale, but I do believe in getting rid of this old stock. People expect to buy shoes at a discount this month, and as all my competitors hold a sale, I am, in justice to myself, forced to do likewise. Personally, I do not favor January sales. I am in earnest when I say that I would be prepared to make any sacrifice if I thought I was doing something which would materially help in eliminating the necessity of this special sale. As things stand now, I feel that I would merely cut my own throat in taking a decided stand. Perhaps I lack the courage, but I would prefer to be a follower rather than a leader."

Shoe Trade in General Not Favorable

The above expresses the sentiments of hundreds of those engaged in the foot-fitting profession. Many would be willing to do away with their yearly sale, but lack initiative or are on such terms with other shoe retailers in town, that such a thing as co-operation is impossible.

Another reason advanced is the necessity of boosting trade after Christmas. Business takes a slump after the holidays, and very little buying is done. Of course this affects trade in general, but the shoe business should not suffer as heavily as many other branches of trade.

There is a class of people, who always seem to be "up against it" for money. The January sale offers a chance of realizing a certain amount. This also accounts for many merchants reducing prices on all lines.

Why January Sales Do Not Pay

While opinions are divided on the subject, January sales are admitted by most, to be harmful to the shoe trade in general. In the first place, it cheapens it in the eyes of the buyer. During the past few years, shoe prices have mounted

considerably. Very often a clerk will have to explain the cause of this increase in price to half a dozen customers in the course of the day. This process is kept up for eleven months in the year. During this period, the public is being educated to pay a price which enables the retailer to make fair margins of profit. Then along comes the January sale. In September you would have explained to a patron of the store the cause of a pair of shoes which sold for \$4.00 in 1909 or 1910, being retailed in 1913 for \$5.00 or \$5.50. You have, perhaps, told him that you made ten or fifteen per cent. profit, not allowing for overhead expenses, which, when taken out, allowed you a net profit of about five or six per cent. Then you advertise in January a reduction of 20% on all lines in the store; Some merchants will make even larger reductions. Imagine the impression this has on your customer. You have told him that you make five per cent. net selling a pair of shoes at the regular price, yet now you offer him the same line at a 20% reduction. Although, like a great many others, the patron feels he should get something for nothing, he still knows you are not in business for your health. Your reputation for veracity is sure to suffer heavily.

Even though this does not happen to be the exact situation with the remainder of your clientele, they, too, gather the impression that you are making an exorbitant profit on the shoes you sell them outside of the month of January.

Where You Save Money

The purchaser or prospective buyer does not pause to consider that it would be an impossibility for you to run your business the entire year on this basis. When you come to figure it out yourself, neither can you. If you are making a net profit of five per cent. on the stock, then a reduction of 20% on all lines in January, practically means that goods sent out during that month are sold at a loss of fifteen per cent. Can you afford to do business on this basis even for one month?

Not only is this the situation, but customers are liable to get in the habit of expecting reductions on all purchases, figuring that if you can take off 20% in January, you are able to do the same in March.

An ambitious shoe retailer is anxious to make his store the most exclusive in town. He advertises, renovates, and otherwise does everything in his power to create a high class or distinctive air and to give tone to his establishment. By this we do not mean the dealer who caters only to the highest class of custom, but include every shoeman who seeks to create a demand for better grade footwear among his patrons. If he holds an annual sale, his progress is sure to receive a serious set-back.

Remedy for January Sale.

The average retailer will say, "Yes, the foregoing is correct, but how are we to dispose of left-overs?" The best answer to this question is, "See that you do not have any stickers or shelf-warmers."

To bring about this state of affairs, care is needed in buying. Many retailers seem to have a sixth-sense when purchasing a season's stock. They know to a pair almost, just how many they will sell of this kind, and how many of that. Perhaps this is a gift bestowed on certain buyers, but whether it is or not, every retailer should and is able to exercise judgment in selecting a stock. Why is it that some shoemen when taking an inventory, find that they have

(Continued on page 40)

A Popular Shoe Salesman

George A. Gadbois, who is widely known in the Eastern Townships, where he has a large number of friends, has been in the shoe line twelve years. He was born in Sherbrooke, Que., and went to St. Hyacinthe in 1892, as traveller and salesman for the E. T. Corset Co. He represented them on the road for nine years and deciding to make a change, took



a position with James Robinscn of Montreal. He represented him in the East quite a number of years and, when Jackson & Savage, of Montreal, opened up business, Mr. Gadbois joined their selling staff, remaining with them until December 1912 when he resigned owing to illness. He is now in much better health and is representing the Eastern Townships Shoe Co., of St. Hyacinthe on the North Shore and Ottawa Valley. Mr. Gadbois is a good salesman and a firm friend, possessing a genial nature and an obliging disposition.

For the Person Who Sells Goods

These rules, hammered into the mind of every employe in a large department store in the West, are worthy of adoption in every mercantile establishment:

"You must be helpful and thoughtful and agreeable, not only to customers, but to your co-workers as well.

If your ability be of the highest and rarest, but your disposition oblique, you can't stay here.

"You must be pleasant—or prepare to leave. The rules are simple and just—obey them or quit. Your associates are sure to take your measure, and if they find a dejected and dissatisfied spirit, you'll not care to linger. We believe in the cohesive power of sunshine. Let your heart smile as well as your lips. Christmas dies with the day, but the cheery must be active here during the entire twelve months.

"What is your attitude toward the patrons of this store? We hope your interest doesn't centre in inducing them to make a purchase. Don't let that be your thought.

"Every man, woman and child who comes beneath this roof is a guest. Get that fixed in your mind. In a way, your social tact is tested every time you wait on a visitor. Show goods graciously and give a sample as courteously as you'd write a check for a big sale.

"Be well bred. Politeness is an outward manifestation of blue blood; patience is proof of mental poise. We had much rather have you create a fine impression and miss a sale than the reverse.

"Be conscientious. You can only serve the store when you serve the customer. Don't think you are here to do all you can for us and for yourself. You owe the largest obligation to the people who buy here. Let them see that they can trust you completely.

"Nothing arouses our sorrow and indignation more than to discover a clerk who has two sets of personalities—one for rich and one for poor customers. The clerk who cringes and fawns to a wealthy patron and is arrogant and acid to a poor one is contemptible and disgusting.

"Our methods are staple and stable. They are not adopted lightly or carelessly. We place a cold hand on the pulse of every question and render a verdict in accordance with strict justice.

"The master thought is to do everything we can to deepen and enrich the customers' allegiance to the store. Sometimes our decisions are against them. That's because we firmly refuse to establish a precedent unless it can be shared by all. We cut off all special privileges. This is a public institution. We make no exceptions. Rules cannot be violated to meet your particular demand. This ruffles you at times, but it is the biggest and squarest and finest thing in this whole business."

SHOE BOTTOMS AND OTHER DON'TS

Don't blame the sole leather man because you can't get a white bottom on your shoes. It may be your own fault.

Don't run away with the foolish notion that white bottoms will get you more business. The shape of the toe sells 19 pairs out of 20.

Don't think that because leather buffs clean it is the best. The greatest wearing stock is often a bit cloudy and no doubt the customer will think it costs you extra to have it tanned in this way.

Don't show the shoes to the leather man when you are kicking about the bottom. He might be mean enough to point out many other defects infinitely greater than the one you complain of.

Don't goad him to the point where he is liable and perhaps justified in telling you that white bottoms on the shoes you make would look like an Easter lily in the button hole of a tramp.

Don't be continually telling him that his leather is weighted. If he does put anything in, it is only to sweeten it.

Don't expect No. 1 when you are paying for No. 2. You won't get it. The tanner, like yourself, has a family to keep.

Don't write him and say he knows nothing about selection. (This is only a boost for your enemy—the sorter.)

Don't buy from the other fellow because he sells cheaper. We would rather supply you for nothing.

Don't Mr. Editor, on any account divulge our whereabouts.

The Evolution of the Modern Shoe Establishment

Geo. G. Gales & Co. Establish New Store in Ottawa—Features of a Dozen Shoe Shops Gathered Into One—Rest Room and Free Shine Stand as Means of Advertising—Other Splendid Appointments

Purchasers of footwear want and are willing to pay for high grade service and quality goods.

The truth of this assertion is amply demonstrated by the success obtained by Geo. G. Gales & Co., Montreal and Ottawa, in their efforts to sell high class footwear and hosiery.

The latest Gales venture is the new shoe establishment recently opened by them in Ottawa:

The new store is located in the Union Bank Building, and the firm certainly have used good judgment in securing the best site and most up-to-date premises that go to make an ideal shoe shop. The place has a depth of 90 feet, and a 30-foot frontage, allows ample room for the large main window and the two side ones, all of which are handsomely arranged and supported by copper frames.

Handsome Store in Ottawa

The new establishment, which is said to be the handsomest retail store of any kind in Ottawa, is finished with an antique Tennessee marble front, and neat tile flooring bearing the firm's name.

The interior of the windows is also of white enamel with mahogany fittings and a feature of them is the number of hidden electric lamps and mirrors which are a great aid in making displays.

The store interior is fitted with white enamel fixtures relieved by highly polished mahogany trimmings and ledges. A beautifully finished mezzanine floor runs the full length of the store, and does much to add to its general attractiveness.

The width of the shop, enables its division into two departments, the men's on the right side and the women's on the left. On the mezzanine floor on one side, the

children's department is situated. Nothing has been left undone to add to the comfort of the little ones.

The show cases are of the most modern type, all glass, with mahogany bases. The large buckle case, located where it can be seen immediately on entering is a valuable addition to the remainder of the furnishings.

Free Shoe Shine Stand

A distinct feature of the establishment, as in the case of the two Montreal stores, is the white marble shoe shining stand where the boots and shoes of both men and women are polished without charge. An experienced porter is always in attendance and a special invitation has been sent to the women of Ottawa inviting them to make free use of this service. The value of this kind of advertising can be seen at a glance.

A handsome mahogany cash and parcel desk, individual chairs which are natty as well as substantial, foot-stools of special design with mirrors, all striking features, are finished in solid mahogany. The chairs, made expressly for the company, are fitted with leather seats and backs, adding to the comfort of the store's patrons.

The floors are of polished quarter oak, with heavy green carpets. Handsome Turkish rugs are laid here and there to best advantage. Uniform cartons go a long way towards giving the premises that air which most retailers try so hard to secure. Artistic electric lamps in drop effects with large moonstone domes add a pretty, pleasing finish to the whole.

Rest Room for Patrons

To make every one feel at home, a rest room has been provided, with writing desks and materials, and telephone



VIEW OF GALES' NEW STORE, SHOWING PORTION OF INTERIOR, WITH CHILDREN'S DEPARTMENT AT REAR OF STAIRS ON MEZZANINE FLOOR



INTERIOR OF GALES' NEW STORE, OTTAWA, LOOKING TOWARD FRONT DOOR, SHOWING OFFICES, PARCEL AND CASH DESK

for public use. Also, it is made clear that this room is to be used at will as a meeting place for the women shoppers. Shoe retailers are beginning to realize the value of this adjunct to the modern shoe store and the Gales Co. are alive to the importance of it.

The store has been put in charge of a competent manager of wide experience. He is C. Roy Teetzel, who has been manager of the Montreal West End store for the past five years. Mr. Teetzel has been in the retail shoe game all his life. Beginning as a boy in St. Thomas, he grew up in the business. Seeking broader fields, he went to Montreal, and was first with the house of W. H. Stuart & Co., then as manager of the shoe department of Henry Morgan & Co., and for the last five years as manager of the main store of Geo. G. Gales & Co. Understanding, as he does, all the ins and outs of the shoe business and being thoroughly imbued with up-to-date methods, the success of the new store is assured.

Do You Think January Sale Necessary?

(Continued from Page 37)

a cellar full of old stock, while another man in the same relative position has practically no left-overs. Merely, that one shows more judgment in both buying and disposing of stock. The shoe dealer who is inclined to stock rather largely in fancy or odd lines is sure to have a load of old stuff on his hands at the end of the year. A traveler will come into the store with a line that is proving all the rage. The dealer, with visions of large profits, buys heavily in this line. A week or so after delivery, and sometimes even before the shoeman receives the goods from the manufacturer, public taste will veer in another direction, and he is left with a large stock of shoes with fair prospects of disposing of three-tenths or at most half of them. This may exaggerate conditions, but it serves to illustrate the

point desired by the writer. Common sense is all that is needed in an instance of this kind as well as in others.

Concentrate on Slow Lines

When any particular line is inclined to lag, concentration on this line will be found a good remedy. The windows are of great value for disposing of slow stuff. Give the clerks instructions to push these lines, even if you have to offer some small inducement. You will find it will pay better to give a clerk ten per cent. to dispose of a line when it first begins to stick, than it will to give the customer a reduction of twenty, thirty, or forty per cent. nine months later. Use system in stock-keeping. The progressive dealer is able to tell at a glance, just how many pairs of a certain line he has in stock. If the number of any particular line is a disproportionate one, attention should be devoted towards bringing it back to normal. If a very large quantity is being carried on the shelves, make a strong window display of the line desired. If possible, offer it at a price that will attract attention, and no great trouble will be found in getting rid of it.

Different plans are used by certain shoe retailers for disposing of the old stock by other outlets than the January or special sales throughout the year. An Eastern Ontario shoeman said the other day, "I believe in taking the bull by the horns. When I find I have a quantity of old stock on my hands, I have it carted off to an auction room. In my own case, this only happens once every three or four years, and I feel that it is better to suffer a loss, rather than have the bother of a January sale, and the loss of prestige which follows a special sale. Then I charge it up to expense."

Another means which is used by some retailers, is the bargain counter all year round, on which is carried old lines and slow sellers. This, like the January sale, deteriorates from the general tone of the store. It is, however, a better means than the former of disposing of old stock.

SHOE NEWS IN PARAGRAPH

J. E. Dupre, of Montreal Box Toe Co., was in Quebec recently.

J. B. Sample is preparing to start a boot and shoe store in Carberry, Man.

J. Massey, of Murray Shoe Co., London, Ont., was in Montreal last week.

Jack Burke, of Beardmore Belting Co., Montreal, spent the holidays in Quebec.

The Moyer Shoe Co., Limited, of Winnipeg, has been sold to Buckler & Sons.

A. S. Vachon & Co. are discontinuing their boot and shoe store in Vancouver.

A shoemaking business has been started in Rosthern, Sask., by P. W. McCabe.

Arthur Hill, of St. Thomas, Ont., has opened a grocery and shoe store in Shedden, Ont.

Herman Katzeff has purchased the shoemaking business of Walter Mills in Melfort, Sask.

S. W. Vermilyea, of the Belleville Shoe Co., Belleville, was in Montreal lately on business.

Halperin & Co., dealers in shoes, dry goods, etc., Winnipeg, recently assigned to C. H. Newton.

Geo. P. Balfre, Canadian manager of the Chicago Tanning Co., Montreal, was in Quebec recently.

Leo Boire, of Ames-Holden-McCready, Limited, Montreal, has resigned his position with the company.

F. M. Stafford, of Sudbury, Ont., was in Toronto last week calling upon the members of the shoe trade.

Harry Thompson, of the Thompson Shoe Co., Montreal, spent the holidays in London with his family.

Jas. S. Lovell, of Toronto, representing Corbeil, Limited, spent a few days in Montreal during the past week.

A. R. Kaufman, of Kaufman Rubber Co., Berlin, and wife have gone to Bermuda, where they are spending a few weeks.

Ald. Hubert Ashplant, shoe retailer, of London, Ont., has just been elected a member of the new Board of Control in that city.

W. S. Louson, sales manager of Ames-Holden-McCready, Limited, Montreal, has returned from a trip to Winnipeg.

J. M. Petermann is at present on a trip to the larger Western centres in the interests of the Thompson Shoe Co., Montreal.

Fred Kibler, of Berlin, Ont., vice-president of the Ontario Shoe Retailers' Association, was in Toronto last week calling upon the trade.

Duncan McKinnon, of Cochrane, Ont., who recently bought out the stock of W. J. Quinn in that town, was in Toronto last week on business.

F. J. McCann, formerly of Ames-Holden-McCready, Limited, has been appointed manager of the shoe department of Goodwin's, Limited, Montreal.

W. S. Pettis, who represents the Thompson Shoe Co., Montreal, throughout Ontario, has returned to Montreal after a successful season.

C. L. Casselman has opened an up-to-date shoe establishment in Winchester, Ont. Mr. Casselman formerly conducted a store in Chesterville.

L. B. Hutchison, manager of the Toronto branch of The Kaufman Rubber Co., spent the Christmas holidays at his home in Pnetanguishene.

Philip Pocock, of the London Shoe Co., London, has again been elected a member of the Water Commission in that city, of which body he is Chairman. Mr. Pocock was

returned by acclamation, a tribute to the faithful work he has done for several years on behalf of the residents of the Forest City.

Walter Murray has taken a position in the shoe department of the British Canadian Co-operative Society at Sydney Mines and has entered upon his new duties.

Charles L. Griffin has succeeded R. B. McPherson as manager of the Victoria, B.C., store of the C. E. McKeen Shoe Stores Co. and has assumed his new post.

A. Weseloh & Co., of Berlin, Ont., boots and shoes and clothing, has been taken over by Weseloh, Goudie, Limited. This firm has been incorporated with a capital of \$200,000.

Easter Sunday is April 12th, 1914. Keep this date in mind when ordering your new spring goods to be shipped. Easter Sunday is three weeks later this year than it was last year.

At the annual meeting of the Ontario Travelers' Association, of London, held recently, H. P. Rennie was elected president, H. W. Lind, first vice-president; C. W. McGuire, second vice-president.

Owing to a break in the conduit Montreal was without a water supply for a week between Christmas and New Year's day. Many shoe factories were forced to close down entirely on this account.

W. M. Watt, representing Thomas Ryan & Co., wholesale shoes, Winnipeg and Regina, who spent the holidays in Toronto, returned to the West this week. Mr. Watt covers Southern Alberta in the interests of his firm.

Miss Bertha Detweiler, only daughter of D. B. Detweiler, of the G. V. Oberholtzer Co., shoe manufacturers, Berlin, were married recently in that city to Oscar Pickering Maclean, of Winnipeg, son of Robert J. Maclean, of Toronto.

W. H. Willis & Co. believe in meeting the prices of the catalogue houses, and in giving value for value with them, encouraging home buying. They also had their calendar for 1914 printed in town. It is a work of art.—Wingham Times.

A bookkeeper in a large shoe manufacturing concern placed two or three worn typewriter ribbons in a cup of water to soak a few days. These ribbons transformed the water into a deep, rich colored ink, which has been successfully used throughout the office.

During the Christmas festivities in Winnipeg one of the most generous donors of free dinners was Thomas Ryan, wholesale shoe dealer, who fed over 1,100 persons and thus helped to make the day pleasant and happy for a great many of the poor in the city.

W. H. Leckie, general manager J. Leckie & Co., Limited, boot and shoe manufacturers, Vancouver, states that the present year has proved the most prosperous in the history of the company, with sales well above the average of any preceding year.

E. A. Dagg, manager of the Calgary branch of the Ames-Holden-McCready Company, states that collections are as good as last year at this time, but the cost of collection is a little higher. He believes that in the near future, all leather goods will be higher, both in Canada and the United States.

J. T. Lawson, shoe retailer, of Regina, Sask., is spending a few weeks in Ontario on a visit. He called upon a number of friends in Toronto and has gone to Orangeville, where he formerly was engaged in the shoe line. He reports business conditions in the West as rapidly improving.

H. L. Scythes, formerly in the shoe business on Dundas street, Toronto, but who for some time has been engaged in the building trade in Edmonton, has returned to Toronto, accompanied by his bride. Mr. Scythes joined the ranks of the benedicts last month in the Capital city of Alberta.

Congratulations of many friends and the trade in general will be extended to Morley Wickett, of Wickett & Craig, Limited, who was again returned as alderman in Ward two in the Toronto municipal elections on New Year's Day. Alex.

Chisholm, shoe retailer, 1687 Dundas street, Toronto, made a good run in Ward seven. He will get there next year.

The Calgary branch of Gutta Percha and Rubber, Limited, of which W. G. Fowler is the manager, is opening a subsidiary branch in Edmonton under the management of J. R. Sutherland. A full stock of rubber footwear and mechanical goods will be carried in the new premises.

H. Ashworth, representing Hoyle, Hoyle & Co., boot and slipper manufacturers, Rawtenstall, near Manchester, England, has been visiting Montreal, Toronto and other cities with a fine range of samples. The showings in felt, leather, canvas and velvet slippers were decidedly attractive and a conspicuous feature was the nice assortment of bathing shoes.

In the Christmas window competition, conducted by the SHOE AND LEATHER JOURNAL, a large number of entries were received from all parts of Canada. In fact, the shoe retailers of many towns and cities seem to have excelled themselves this season in attractive and inviting displays, much taste, care and originality being evidenced. The results of the contest will be announced in the next issue.



WOMAN'S PATENT TANGO PUMP, CUBAN HEEL, CUT STEEL BUCKLE, RIBBON LACED—BY MINISTER, MYLES SHOE CO.

The Kawneer Manufacturing Co., Limited, has been granted a charter. The capital stock is \$100,000 and the head office is in Toronto. The objects of the company are: To manufacture and sell store fronts, mouldings, store furniture and furnishings and building materials, and to manufacture, buy, sell and deal in articles, goods, wares and merchandise made in whole or in part of copper, brass, iron or other metals.

At the annual meeting of the Commercial Travelers' Benefit Association held recently in Toronto all the former officers were re-elected by acclamation. Joseph Oliver, of Toronto, is president. S. R. Wickett, of the firm of Wickett & Craig, leather manufacturers, Toronto, and A. J. Tipping, traveler for D. D. Hawthorne & Co., wholesale shoes, Toronto, were re-elected directors, both of them having served for many years.

Do you value a customer properly? A shoeman of Berlin, who has been in business for years and knows practically all his patrons, sends out the following return card when he has noticed the prolonged absence of any one: "We have not had the pleasure of a call from you for several weeks past. Have we in any way incurred your displeasure or did the last pair of shoes that you bought from us fail to give satisfaction in wear, worth or comfort? We should

be greatly obliged for a reply on the attached postcard." In the majority of instances the sincerely worded communication elicits a response.

Ald. James Robinson, of Montreal, has decided not to be a candidate again for the city council. He was recently waited on by a large delegation of influential citizens from St. Lawrence ward, who spoke of the need of independent men at the city hall. Ald. Robinson thanked the members but asked to be allowed to retire. Whether he will be a contestant for the mayoralty of the metropolis will be decided by him in a few days.

Henry W. Russell, Toronto, has entered action at Osgoode Hall against Bedell's Furnishing Co. for an injunction restraining the defendants from exhibiting anything in their windows likely to cause people to congregate on the pavement in Yonge street near or opposite the premises of the Russell Shoe Store, 292 Yonge street, Toronto. It is alleged that the crowds interfere with access to the store and the carrying on of the business.

In the footwear department of Clinkskill's, Limited, Saskatoon, the Regal line of footwear is stocked throughout, and the store is known as the Regal Store. At the rear is a repair room. A specially designed cabinet runs along both walls, and is so constructed that two boxes, end to end, can be slid in, thus rendering all shoes in the store accessible. The fitting stools are equipped with a unique device, permitting a sliding mirror to be raised when desired, thus allowing the customer a clear view, for his approval. The entire fittings and fixtures of the store were manufactured and installed by the Walker Bin and Store Fixture Co., Limited, Berlin, Ont.

Hon. C. J. Doherty, Minister of Justice, thinks a Federal Bankruptcy Act would be a good thing for Canada, and he will lay before his colleagues the proposal of the Montreal Builders' Exchange that such an act should be put into force. This information was contained in an important letter which was received by the Exchange from the Minister recently, in reply to a resolution adopted in November indicating the hardship under the present system undergone by the manufacturer and wholesaler distributing goods over the Dominion. At present, each province has its own bankruptcy act, and a business man has to have wide acquaintance with the provisions of all the laws.

A recent despatch from Regina says: Canadian Consolidated Rubber Company will erect a \$40,000 warehouse on lots 18 and 19 in block 123, immediately north of the H. G. Smith warehouse on Broad street north. The building proposed is 100 feet wide by 143 long, half to be left one storey high for the present, but the whole building to be set on a foundation to carry one of the best warehouses in the city. The company are in the Hunter Building at present and have it leased until July, 1915, and for this reason may not have their new structure ready much before that time, although they will begin work on it before July, this year.

Early closing is again to the fore in Hamilton and is being taken up not only by shoemen, but by almost every class of trade. The Hamilton Retail Merchants' Association held a banquet recently and are now organizing on a firm basis. One retailer, writing the SHOE AND LEATHER JOURNAL says, that he hopes if the by-law is passed it will be permanent and well observed and that no loopholes will be left as was the case last summer. The Hamilton Retail Merchants' Association are considering many live questions such as bad debts, how to get after delinquents, etc. They believe that in unity is strength and, therefore, they hope to accomplish much in the way of shorter hours and better trade conditions generally.

A commission will go to New York soon to investigate how a shipment of 7,540 pounds of crude rubber from New York can become a consignment of only 7,134 pounds when

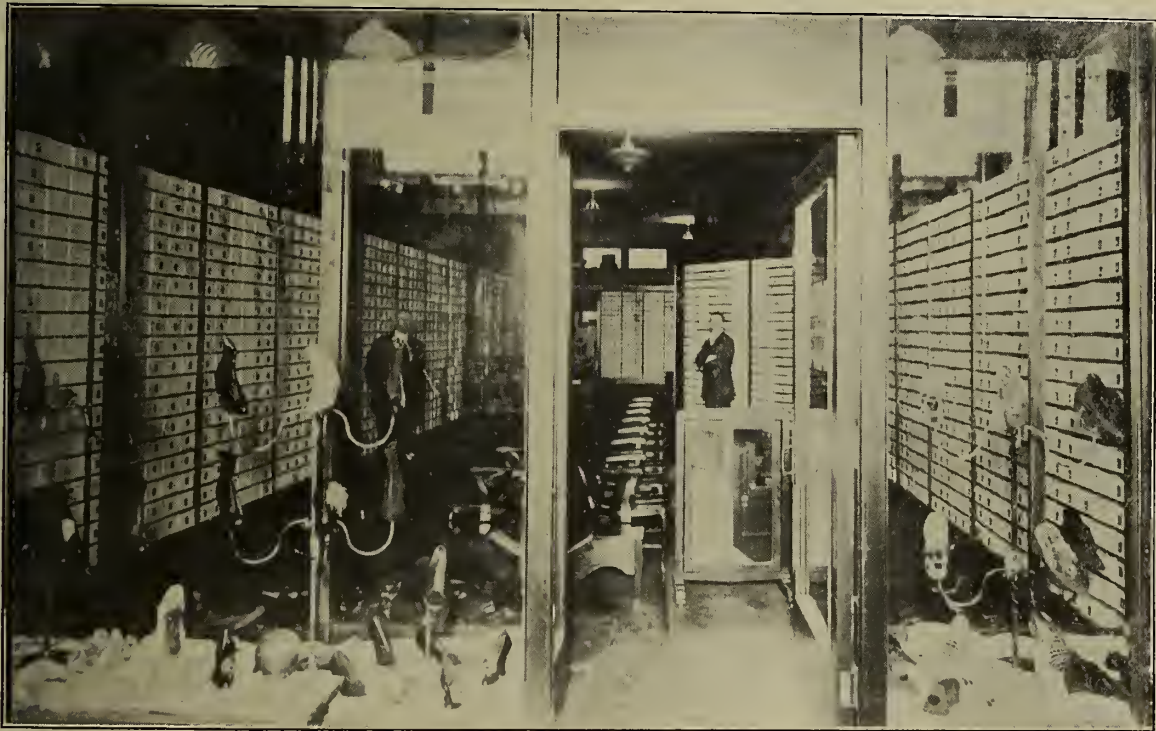
it arrives in Montreal. The commission was ordered last week by the Superior Court, in a case of the Canadian Consolidated Rubber Company against the New York Central Railway and the Hudson River Railway Company, both lines having carried the rubber part way to Montreal. The rubber was consigned to the Canadian company, which asks \$271 damages in consequence of shrinkage. The railway companies claim the shrinkage was due to natural loss of weight because of evaporation, and also to some discrepancy between the weighing scales in New York and the ones used in Montreal.

Frank J. McKenna has resigned the position of purchasing agent for Ames-Holden-McCready, Limited, Montreal, retiring on December 31st. He contemplates taking a trip to rest up, preliminary to embarking upon a venture which he has had in mind for some time. Mr. McKenna has been connected with the trade for 24 years, having been with James McCready Co., Montreal, before the merging of the two companies. He began in the office and went through all the departments, being superintendent at the time of amalgamation of the McCready and Ames-Holden concerns.

The Rice Leaders of the World Association, of which Elwood E. Rice is the founder and president, have announced that their committee have elected Thomas G. Plant Co., Boston, Mass., makers of Queen Quality, as the recognized

leaders of the world in the manufacture of women's fine shoes, which company, by invitation, become members of the association, enjoying all the privileges and benefits. The Rice Leaders of the World Association have at present a membership of thirty. To become a member there must be possessed the qualifications of honor, quality, strength and service and upon this foundation is based the emblem of the Association marking the highest business standing in name, product and policy.

The old saying that "money talks" was put into practice in a recent circular advertising campaign by a Chattanooga concern selling bookkeeping and record forms. This company's circular was a folder closed at the sides with seal stickers. The announcement on the address side of the circular was, "There is Some Real Money Inside This Circular for You." Upon tearing open the seals and opening the circular, the recipient found a crisp one-dollar bill attached to the top of it. The heading read, "We Wish to Buy Ten Minutes of Your Time. If the Attached Currency Will Pay For It, Consider Yourself Engaged." This company figured that if it could actually secure a complete hearing of its proposition by 100 out of a list of 150 of its best prospects, the amount invested in the one-dollar bills would be money well spent. The moral is—read every letter and circular carefully.



A STORE WHICH BELIEVES FIRMLY IN PERSONAL SERVICE

Ye Booterye Shoppe, which was opened at 310 Yonge street, Toronto, lately and is conducted by Ye Craftsmen, Limited, under the management of W. J. Jones, is a decidedly attractive and well laid out store. The premises are a hundred feet deep by twenty-five wide, and there are large double showcase windows at the front, with tiled receding entrance, presenting a very pleasing appearance. Inside of the main windows there are two other display windows as shown in the accompanying illustration. The single shelf carton system prevails throughout, and the fixtures which are of mahogany finish run up about nine feet. The ladies' department is at the rear and is nicely fitted up. Back of the store are the reserve stock and shipping rooms, while the offices are on a mezzanine floor. All the appointments are

thoroughly up-to-date and the comfortable oak arm-chairs and fitting stools with mirrors attached add to the inviting character of the interior, while there are mural mirrors at different points. Exceptional pains is taken to give everybody a comfortable and perfect fit and the motto of the new store is "service." The measurement of all feet is taken. The store is a credit to the retail footwear establishments and personal service is its keynote. Each purchaser is sent a card of thanks for patronage every time that he or she buys a pair of shoes, while attractive folders and other literature are regularly despatched to persons whom the management believes are worth looking after. The direct appeal is having a good effect and a fine class of trade is being done.

HAPPENINGS IN FACTORIES

A. W. Yager, manufacturer of shoeboxes, of Midland, suffered a small loss by fire recently.

The capital stock of J. A. & M. Cote, of St. Hyacinthe, Que., has been increased to \$99,000.

D. McDermott, of the McDermott Shoe Co., Maison-neuve, spent the Christmas holidays in New York.

R. Brutinell, general manager of the Slater Shoe Co., Montreal, is at present in France on a business trip.

Several new Pluma Skiving machines, model "D," have been placed in Montreal factories recently by the U. S. M. Co.

D. Park, tanner, of Ailsa Craig, Ont., has had a busy season and reports that he has a large number of pelts on hand.

E. E. Cady recently came from Haverhill, Mass., to Montreal, where he will work as Goodyear agent for the U. S. M. Co.

The United Shoe Machinery Co., Maisonneuve, state that a large demand is still being shown for their new Pyramid heel-building machine.

The Canadian Consolidated Felt Co. have declared their regular quarterly dividend of one and three-quarters per cent, on the preferred shares of the company.

The Slater Shoe Co., Montreal, report their factory as being busy. The Tetrault Shoe Co. are another Montreal concern who find trade pretty brisk.

The Canadian Consolidated Rubber Co., Montreal, have declared their regular quarterly dividend of one per cent. on their common stock and 1¾ on the preferred stock.

H. H. Lightford, manager of the Perth Shoe Co., Limited, Perth, Ont., was in Montreal last week on his way to Boston. He reports business as being as good as can be expected.

Dufresne & Locke, Maisonneuve, have closed their factory for a few days in order to take stock. With the arrival of the first of the year many other shoe manufacturers will do the same.

J. G. McKinley, recently with the Calgary Tannery, and formerly of Camrose, Alta., has returned to Camrose. Mr. McKinley has decided to conduct a hide, robe and fur business in that town.

The visitors to New England during the holiday term from the Cook-Fitzgerald factory in London filled a special car which the Michigan Central Railway had in readiness for Christmas eve.

The United States Government report of 1910 gave the production of shoes as 247,643,000 pairs. Based on the same ratio of increase shown in previous reports, this year's shoe production will be 265,000,000.

The shoe workers in Montreal complain that times are hard at present. A great number of them are only working half the week, and several are without work but expect matters will pick up after the holidays.

Ten firms in Canada who manufacture men's shoes now run strictly union stamp of the Boot and Shoe Workers' Union upon the output of their factories. Five firms who make ladies shoes also use the union stamp.

H. B. Johnston, of H. B. Johnston & Co., leather manufacturers, 137 River street, Toronto, who underwent an operation for internal affliction recently is now much better and able to be around after a rather long illness.

It is almost a record breaker to motor seventy-two miles north to a summer cottage in the middle of December, yet this is what was done recently by a family of five from Berlin, who went from that thriving town to Grand Bend on Lake Huron. The party consisted of Chas. A. Ahrens and

wife, their daughter and Fred. H. Ahrens and wife. They found a good sized lifeboat of the "Wexford" washed up on the shore.

Daniel Hannigan has accepted a position with John Ritchie & Co., Quebec. He was formerly with Jackson & Savage, Montreal. He is second vice-president of the Superintendents' and Foremen's Association, Montreal.

At a recent meeting of the directors of the Fraserville Shoe Company, Fraserville, Que., W. Adelard Potvin, of Riviere du Loup, was unanimously elected president of the company, to replace Jos. Viel, who has resigned.

Machinery is being prepared by the United Shoe Machinery Co. for equipping Clark Bros.' new shoe factory at St. Stephen, N.B. Machinery is also under way for the Alberta Shoe Manufacturing Co., Redcliffe, Alta.

E. T. Wright & Co., shoe manufacturers, St. Thomas, Ont., are offering a beautiful trophy to be played for at the big Curling Bonspiel which opens in that city this week. The new factory of the firm in St. Thomas is practically completed.

Fred. A. Lovell, Edward C. Dewyer and Fred Churchill, superintendent, quality man and foreman respectively of the cutting room of the Cook-Fitzgerald Co., Limited, London, were in Massachusetts visiting friends during the holiday season.

Ed. R. Lewis, leather dealer, 21 Scott street, Toronto, was in Boston, Salem and other New England centres recently. He reports that business in the leather line in the New England states is good and the outlook for 1914 is reassuring. Prices have a strong tendency to advance.

At a meeting of the Berlin city council recently Ald. D. B. Detweiler, of the G. V. Oberholtzer Co., was appointed Commissioner for the period of three years to represent Berlin in carrying forward further organization proceedings in connection with the Western Ontario prison farm scheme.

Pneuma Tubes, Limited, Toronto, with a share capital of one million dollars and head office in Toronto, have been granted a charter. The company are empowered to carry on in all its branches the business of manufacturers, jobbers, and wholesale and retail dealers in rubber tubes, rubber tires and rubber goods generally.

At the hearing of the United Shoe Machinery Co.'s case in the United States District Court at Boston, President Winslow, in the course of his evidence, denied that the Canadian Shoe Machinery Company had been bought by the United. He said the Canadian Company had made repeated efforts to have the United buy it out and had been refused.

H. C. Durgin, formerly of the Milton Shoe Co., Milton, and Sterling Bros., London, has been appointed superintendent of the Charles A. Ahrens factory, Berlin. He has had a long and successful experience and was for some years with the United Shoe Machinery Co. as an expert on lasting machines. Mr. Durgin has entered upon his duties and has removed to Berlin.

Charles Merner, Superintendent of the New Hamburg Felt Boot Company, of New Hamburg, Ont., met with a fatal accident. He was engaged in the works examining a loom that was close to another one in full operation. While doing so his sweater caught in the drum, and he was instantly carried up off his feet into the machinery. He lingered a few days when he died. The deceased was about forty-five years old and unmarried. He had numerous relatives in New Hamburg and his sudden death cast a gloom over the village.

The Rice-Hulbert Shoe Co., late of Cortland, N.Y., have started manufacturing in their factory in St. Catharines, Ont. The new plant is a complete one in every respect and the firm will make a full line of lumbermen's leather tops, children's sandals and cloth uppers for tennis and sporting goods. They will employ about twenty-five hands at the start and by the middle of the summer expect to have some seventy-

five persons engaged in their factory. The company have applied for incorporation papers under the name of Rice-Hulbert, Limited, and will be known by that name.

A recent despatch from Quebec says: At a meeting of the Machinists' Union in connection with the Quebec boot and shoe manufacturing industry, it was decided that the operators who quit work in the Gale Brothers and the John Ritchie Companies' factories should return to work. This means a victory for the manufacturers. Fifteen hundred members of the union were present. The machinists returned to the factories but the proprietors insisted the principle of open shop must be accepted before they could be engaged.

On January 14th, the Superintendents' and Foremen's Association, Montreal, will hold their first "get together" dinner at the Commercial Travelers' Club, when various matters relating to the association will be discussed. The association will also hold their third annual supper and ball at Stanley Hall, Montreal, on February 3rd. The entertainment will consist of moving pictures illustrating shoemaking by machinery, taken at the St. Louis Exposition. This will be the first time that these pictures will be shown in Canada.

Fire Commissioner Latulippe, after a lengthy enquiry into the fire which occurred at the premises of the Columbia Rubber Company, at 710 St. Dominique street, Montreal, expressed the opinion that it was impossible to believe that the blaze had started accidentally. At the first sitting of the enquiry firemen told of the existence of two large holes in the floor of the room where the fire started, and in view of the fact that the floor was of hard wood, the commissioner refused to believe that a dropped match or anything of that nature could have made the holes.

Canadian Oak Leather Co., Limited, of Brantford, has been granted a charter with \$100,000 capital. The company has taken over the assets of the Hamilton Oak Tanning in Woodstock. The plant in the latter city will be materially increased and more hands will be employed. The raw material used in the factory will be purchased from Thorntons, Limited, of Brantford. The officers of the new company are P. S. Thornton, president; J. H. Salter, vice-president; E. E. Thornton, secretary-treasurer; A. I. Schultz will continue as superintendent of the leather factory in Woodstock.

"The Day, Gormley Leather Co., of Boston, are now the sole selling agents in the United States of the Collis Leather Co., Limited, of Aurora, Ont., says the Shoe and Leather Reporter. "The Collis Leather Co. make a line of high-grade, colored, black and chrome calfskins, using the best Paris city skins. This concern has a new tannery which has been running about a year. The output at present is about 200 dozens per day, which will probably be increased soon. Walter Collis, who is the tanner and founder of the business, is well known as a man of wide experience and unquestionable ability. He was formerly connected with some of the largest calfskin concerns in the United States. Shoe manufacturers who have inspected this leather, report that it is on a par with any manufactured in this country."

The Reliance Shoe Co., Limited, who occupy the top flat of the Winnett & Wellinger building, at 350 Sorauren avenue, Toronto, have considerably extended their plant by leasing the basement in the same building and fitting it up for a sole stock room. Some delay was experienced in the installation of a new motor, new machinery, electric wiring, etc., but the sole stock room is now complete and up-to-date in every respect and is under the management of Bert Lomas, who for years had charge of the sole stock room of the Solid Leather Shoe Co., Preston, Ont. Mr. Lomas is a thoroughly capable man, and is a valuable acquisition to the staff of the Reliance Shoe Co. The factory is running at full time and the manager, P. E. Rivett, is

pleased with the amount of business they have received, considering the general condition of the shoe trade this season. The firm have just completed their second year's business, and find they have a strong hold on the market. Their goods can now be seen in nearly all the best stores in Ontario, and



MEN'S DONGOLA BLUCHER, TOE CAP, HEAVY BLACK FELT LINED, FELT SOLE AND HEEL—BY THE GREAT WEST FELT CO.

they attribute this success to the fact that they make nothing but boys' boots, and by giving all their attention to the one line they have been able to produce in the "Canadian Boy Shoe" the highest grade of McKay shoe, and in their "Canuck" Shoe they claim to have as good a one as can be bought at the price.

BIG TANNERY VISITED BY FIRE

Fire visited the extensive plant of the Breithaupt Leather Co. in Berlin recently, doing damage to the extent of \$45,000. The leach house, engine house and one beam house were burned completely, but through the heroic efforts of the firemen and a brick fire wall running from the foundation, clean through the building to the roof, the blaze was stopped before it reached the tan vats, dry loft and rolling house. In fact, nearly all the loss is in building and machinery and these will be replaced as quickly as possible. The Breithaupt Company say that it is their intention to build a large, new, modern beam house, with all the latest equipments, so that they will be able to turn out larger quantities of sole leather than ever. As their boilers are intact and have steam up again, the firm are able to heat the remaining parts of their plant, and, as the rollers and a large part of the machinery have been run by hydro-electric power, the Breithaupt Co. will probably be able to get on until their leach house and other buildings are replaced. In the meantime, they hope to keep the trade well supplied with what they can finish of their Eagle sole leather, along with the output of their plant at Penetanguishene, and with oak leather from the Hastings factory. The firm are grateful that their whole plant was not consumed, as the danger seemed very great at one time. The blaze was caused by an overheated friction pulley.

Louis J. Breithaupt, president of the company, which was founded in 1857, says that the courage and enterprise of the firm have not suffered by the reverse. The industry was started by the late Louis Breithaupt and has the distinction of being one of the pioneer concerns in Berlin. In 1869 and 1871 there were serious fires and the present brick structure, north of the G. T. R., was built in the latter year

and has recently been remodelled, modernized and enlarged. Since 1890 the business has been carried on as a joint stock company, Louis J. Breithaupt being the president and John C. Breithaupt secretary, both of whom are tanners, as well as practical business men. The Penetanguishene tannery was built in 1881 and 1882. There is also another tannery in Hastings, Ont., operated under the name of the Hastings Tanning Company. The company's output of sole leather is sold throughout Canada, Newfoundland, Great Britain and the United States. Cut soles and leather counters are manufactured in Berlin. This is a separate department in which a big business has been worked up.

THE LEATHER TRADE DISAPPOINTING

In the annual Financial Survey issued by the Toronto Globe, W. D. Beardmore, of Beardmore & Co., Toronto, gives the following instructive and interesting review of the hide and leather situation for 1913:—

One year ago, Chicago hides, although they were long-haired, had reached the highest prices ever known. Texas hides had reached 18 cents per pound, and native steers



W. D. BEARDMORE, TORONTO

had even sold as high as 20 cents per pound, notwithstanding that, in view of their condition, and the long hair, they were not worth intrinsically within 10 per cent. of August-September hides. The trade, realizing this, held off, and hides gradually declined, and in May the market stood at about 16½ cents for natives and 17½ cents for Texas steer hides.

Since June, until quite recently, the hide market has been a continually advancing one. Native steers in November sold as high as 19¾ cents, and Texas steers at 19 cents, the prices actually advancing in the face of considerable deterioration in quality. However, a lull came about the beginning of December, and a decline of fully one cent per pound has taken place. This, however, again does not represent the decline in the actual value of the hides, owing to long hair and bad condition. For these reasons December hides are not worth within at least 10 per cent. of short-haired summer hides, and the price, instead of being 18½ cents, should not be more than 16½ cents per pound, to make them equivalent in value to July-September hides, and if December-March hides decline one to two cents per pound below present ruling figures it would not more than represent the decline in quality.

The European market during the summer stood at record prices, but since about the beginning of November

has gradually declined. Again, however, the decline does not represent more than the decline in quality.

Frigorifico or packer hides in the Argentine have remained very much on a par with the Chicago market. The supply has shown a considerable shortage, and had it not been that tanners in the United States had curtailed very largely, even higher prices would undoubtedly have ruled.

In dry hides this year there has been a very considerable shortage, and prices have exceeded all precedents. The shortage in the supply has been greater than in the case of green salted hides, and if tanners had endeavored to purchase their full supply they would have found they were not to be had.

During November there was a reaction in prices, probably two to three cents per pound, on Buenos Aires hides, but the market was soon cleared up, and to-day there are few good season hides to be had, and a very small stock of any kind of hides.

Trade in Canada has been very disappointing. About the end of the year it had begun to slacken off from the extreme activity which had characterized 1912.

Undoubtedly in 1912 there had been a large surplus of shoes manufactured and distributed, and this year manufacturers found themselves without sufficient orders to keep them going fully, consequently the demand for leather has been slack, and the close of the year again shows dull trade.

The same remarks apply to the harness manufacture. Manufacturers had over-produced in 1912, consequently they have had to curtail most of 1913.

Trade in the United States has been on the whole better than in Canada, and there has been a great demand, particularly for sole leather. The Underwood tariff bill removed the American duty on sole leather, and many other kinds of leather, so that this has relieved the situation in this country for sole leather tanners who have moved a certain amount of their surplus, and expect to do a better trade in the United States after the end of the year.

HOLIDAY BUSINESS UP TO THE MARK

According to reports received from leading centres the shoe dealers in various parts of Canada appear to have done a very satisfactory Christmas trade in spite of adverse weather conditions and the absence of snow in many places. In several eastern points the trade exceeded in volume that of last holiday period, while in others it fell behind owing to the dullness in the rubber footwear line. The snowfall in Ontario and Quebec a couple of days before the holiday helped matters materially. Fancy and house slippers, hockey and skating boots and dress shoes had a big sale as yuletide gifts. Some merchants did remarkably clever advertising and thus induced the people to purchase useful and serviceable goods. The possibilities of the footwear houses for presents were ably set forth. For instance, here is the persuasive appeal made by one live, western retailer who did an unusually large trade: "The hunting boots that father denies himself, but always dreams of having—the hockey shoes that brother or sister never quite had the courage to ask for—the evening slippers that mother continually puts off getting—things that may seem extravagant to buy but not to give—these are the best of giving." The majority of dealers are now taking stock and preparing for their mid-winter sales. Business on the whole has not been as good in the retail shoe line as in 1912, but this was not to be expected owing to the tightness of the money market and the depression in trade generally as reflected in industrial expansion and building operations. However, things are not nearly so adverse as has been reported in certain quarters and the feeling on the whole is an optimistic one. The year 1914 is being looked forward to with interest. 1913 was not

a record one with the retail end but the turnover was on the whole very good, and very few financial reverses in the shoe line have been witnessed. Buying has been of a more conservative character and merchants have reduced stocks to controllable proportions.

THE TRADE NEWSPAPER

Few people realize the value of good trade newspapers to the whole community. It is wrong to imagine that advertisements monopolize the columns of the average Canadian trade paper. Yet the advertisements alone are worth many times the subscription price to the progressive retailer. The trade paper not only contains valuable information in regard to prices and trade conditions, but it is the apostle of good merchandizing, the breeder of live ideas which make for prosperity in the communities in which it circulates.

LIVELY BUDGET FROM QUEBEC

A. Leloup, manufacturer of mitts and gloves, recently made an assignment.

Everything in the shoe business has been rather dull during the holidays and the prospects for a rush season are not exceptionally bright.

P. Nicholas, whose store was recently destroyed by fire, made an assignment at the request of Eugene Thivierge, shoe manufacturer.

A despatch to the SHOE AND LEATHER JOURNAL from Quebec would indicate that the differences between the employes and the factory owners had reached an acute state. How long the trouble will last is a matter of conjecture. Sixteen factories in the city belonging to the Boot and Shoe Manufacturers' Association have decided that the employes must sign the regulations, a copy of which appeared in the SHOE AND LEATHER JOURNAL of November 15th. The workers were given until December 30th to sign and as they did not, it has thrown about three thousand men out of work, including cutters, lasters and machinists. Although the factories are not actually closed, the owners, it is understood, will only take back employes accordingly as each man will sign. The situation, which has been brought to a head, has been developing for several weeks and culminated because of the recent trouble in Gale Bros. and the Ritchie factories. There are only five factories not in the Manufacturers' Asso-

ciation—C. E. McKeen Co., Marier & Trudel, J. Larochelle, Rock Shoe Co., and Solid Shoe Co. The other firms are contending for the open shop system and say that employes must conform to the new rules that govern the plants. The machinists, who caused the trouble, are still hanging out for their demands in the recognition of the Union, which the sixteen factories have refused.

Tourigny & Marois, whose factory was recently gutted by fire, are removing their machines and damaged stock into their temporary premises at 344 Prince Edward street, formerly occupied by A. Pion, glazed kid tanner. The firm now have their offices located in that building. A couple of days after the fire the firm set about 100 men to work to remove every department to the new site and they expect to begin making shoes about the middle of January. Tourigny &



A. E. MAROIS, QUEBEC

Marois have bought the ground where the old factory was located, at the corner of Arago and St. Valiere streets, and will build a fine new modern shop there in the spring. Everything will be up-to-date and they will be able to produce all their line of goods on a more extended scale than ever. A. E. Marois has received scores of letters from wholesalers in all parts of Canada, expressing sympathy in their loss and assuring the firm of continued confidence and orders.

Interesting Footwear News



Leather Prices Steadily Advancing

EXTRACT FROM BRADSTREET'S:

An advance in the price list is due in the general leather market, it seems. The needs are great in every consuming country. England and the United States are bidding freely in outside markets, and with the home needs of Canada heavy at this time, the position of the trade is naturally strong. A shortage of supplies exists. Since 1911 cattle in the States other than milch cows decreased 3½ million head, or from 39,679,000 to 36,030,000. The supply of hides in the Argentine is 1,500,000 less than a year ago, and in India it is 900,000 below 1912. The uses for leather have been increasing during the past decade, and the volume of consumption has immensely increased in face of steadily dwindling supplies. The world is faced with two alternatives—either higher rates must prevail or the live stock industry be vigorously propagated.

OUR ADVICE—Buy only Solid Leather Shoes. A well selected and closely bought \$10,000 Stock of Footwear always on our shelves. None can sell cheaper.

The J.S. Roos
Shoe Co.

Sentinel Printing Co., Waterloo

AGAIN ELECTED A DIRECTOR

For the third time Chas. J. Silver, of Toronto, has been elected a director of the Toronto Board, Commercial Travellers' Association of Canada. This is a signal honor and one which shows the esteem and high regard in which Mr. Silver is held. He is widely known to the shoe trade by reason of his long connection with various manufacturing concerns.

For thirty years he has been calling upon the trade. He began his experiences with William Silver, Jr., when the latter was engaged in the shoe manufacturing business in Hamilton. Later he was with J. Whitham, of Montreal, and then for six years he traveled for the J. D. King Co. For the last nine years he has been on the selling staff of W. B. Hamilton Shoe Co., and covers a large portion of western Ontario with great success. There are few men in the commercial ranks who have more warm hearted friends than Charlie Silver.

NEW POSITION FOR MR. PARKER

A man who has sold shoes in every town of 1000 population and over in Ontario and Quebec, is S. H. Parker. He has been at the game 33 years and has just been appointed manager of the Solid Leather Shoe Co., Preston, Ont. Mr. Parker, who has entered upon his new duties, has many friends in the trade, and is well liked by all his customers. He began his

career with his brother J. C. Parker, now of St. Albans, Vermont, when the latter ran a shoe store in Montreal, as a retail branch of James Leggatt. Later he was employed in the large warehouse for a couple of years, but returned afterwards to the retail end, when his brother became proprietor of the branch business on McGill Street, which he had been conducting. S. H. Parker first traveled for the Lynn Shoe Co., of Montreal, and covered eastern Ontario. He was then with the Tetrault Shoe Mfg. Co., for about ten years, first calling upon the retail trade and afterwards supplying the wholesale. Seven years ago he joined the staff of the W. A. Marsh Co., at Quebec, as salesman and has made frequent visits to wholesalers in Quebec, Ontario and the Maritime Provinces, with whom he established a strong connection.

HAS MOVED INTO NEW HOME

The new shoe factory and warehouse of W. G. Downing, Limited, has been completed in Regina, and the firm have taken possession. A few finishing touches have to be administered, but in the meantime business is going on in the jobbing line. The manufacturing end will be started in a few weeks, when it is the intention to make several lines of staples. The new building

is 50 by 113 feet, four storeys high, built of red brick, with stone facings. The combined warehouse and factory is located at the corner of Sixth Avenue and Rose Street, Regina. The interior is well arranged and every modern convenience installed for the comfort and convenience of employes. When W. G. Downing, Limited, start manufacturing, they will be the first firm in the prairie provinces to make shoes and in pioneering the way certainly deserve every praise and encouragement for their enterprise and progressive spirit. W. G. Downing, who is at the head of the concern

has developed a splendid business in the West. His company is capitalized at \$200,000, and it is expected in his new business home that the volume of trade for his firm during 1914, will run over the half million mark.

ELECTED PRESIDENT OF ORGANIZATION

W. G. Berscht has just been elected president of the Guelph Commercial Travelers. He has always taken a warm interest in the welfare of this organization, and in the annual picnic has been a leading factor. Last year, he filled the position of vice-president. Mr. Berscht was born in the county of Waterloo and at the age of 15, went to Mildmay with his

brother, where he learned the shoe making business in its various branches. After several years' experience in the retail end, he went on the road for the L. E. Rowen Shoe Co., of Guelph, and was connected with that firm until three years ago, when he joined the selling staff of McLaren & Dallas, whom he ably represents throughout the Niagara peninsula. He is a gentleman of genial personality and untiring energy, and well liked by all with whom he comes in contact.

MR. FIRTH HONORED IN HOME TOWN

The knights of the grip living in Peterboro have recently formed an organization known as the Commercial Travelers' Association. There are some two hundred and fifty road men living in Peterboro, and a popular shoe traveler has just been elected second vice-president of the new association, in the person of J. E. Firth. Mr. Firth has resided in the

"Electric City" for the last eight years and has represented the W. B. Hamilton Shoe Co., of Toronto, for about eighteen years. He has a permanent sample room in Peterboro.

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.

WHO WANTS AN "EXPERT" SHOE MAN? I have been for the past fifteen years in best class retail trade, both large towns and cities, including Montreal, eight years as store manager. Have built up two successful businesses. Expert window and card man. Don't wish to hear of cheap jobs as I am worth a good salary. At present employed but free any time. Write Box 64, SHOE AND LEATHER JOURNAL, Toronto.

LIVE SHOE BUSINESS FOR SALE in progressive manufacturing town in central Ontario; clean, up-to-date stock; bright, modern store; turnover about \$20,000 yearly; established 14 years; little competition. This is an exceptional opportunity for any one who really means business and has some capital. Box 63, 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.

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

PICTOU, N.S.

The place where the finest Union Slaughter and Sweat Sole Leather is made. You should inquire from

The LOGAN TANNERIES

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.

McLAREN & DALLAS

WHOLESALE DISTRIBUTORS OF



FALL AND WINTER, 1914-1915

WE'VE had very little cold weather so far, but that's no indication that the winter is not going to be a severe one. Three or four months have yet to pass before the cold season closes, and at the end of that time, your stock of **ELMIRA FELT FOOTWEAR** will be considerably depleted.

You'll want to replenish it ready for your fall trade, and **IT WILL PAY YOU TO PLACE YOUR ORDERS EARLY.**

If your winter stock for the season 1913-14 is not yet complete send us your orders **NOW** and we'll see that you get the goods by first express available.

YOU'VE STILL TIME

If, for any reason, you have deferred placing your shoe orders for Spring Trade, don't worry! We carry a most complete assortment of the best known Canadian brands, including "THE IMPERIAL SHOE" "BEAU BRUMMEL," "BEAVER BRAND," "MAPLE LEAF BRAND," "THE LITTLE CANADIAN," as well as many new and attractive lines.

Mark your orders **rush** and we'll see that they are filled promptly.

McLAREN & DALLAS

WHOLESALE DISTRIBUTORS

BOOTS - SHOES - RUBBERS

30 FRONT STREET WEST - - TORONTO, CANADA



Anglo Canadian Leather Co. Limited

Tanners of

MAPLE LEAF BRAND

Oak, Union and Hemlock Sole

Toronto Montreal Quebec
Huntsville and Bracebridge

Q WE wish to take this opportunity of thanking the trade throughout Canada for the liberal orders they have favored us with during the year 1913, thereby enabling us to show a 20% increase of business over any previous year, and this in spite of the general business depression. There is only one reason for this success, viz:—

**The Quality of Maple Leaf Oak and Hemlock
SOLE LEATHER and TAP SOLES**

Q The year 1914 finds us well stocked with A1 hides and with the best equipped Sole Leather tanneries in the world, and an output, the quality of which is second to none. In buying from us, you will not only do us a good turn, but will be promoting your own best interests.

We wish you a busy and prosperous New Year.

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



A Paying New Year's Resolve

—“I Will Sell McDermott Shoes in 1914”

The shoeman who pushed McDermott shoes during the past year will not need to be urged to make the above resolve. He knows just how well these shoes paid him, because he not only increased his gross sales, but also his *net* profits.

But for the merchant who has not yet given these *premier shoes for women* a trial, we would urge the above resolve as a big step toward the profits he is aiming at during 1914. A trial order will show why.

The McDermott Shoe Co.

Women's Shoe Specialists

MONTREAL

WOOD-MILNE RUBBER HEELS

STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

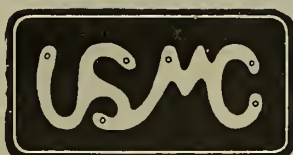
Wholesale Canadian Agents, James Dunn & Co., Finsbury St., London, E. C.

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

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



No. 15—7-inch leg.

If
you
want
the
Best
use

JOHN BULL Larrigans and Leggings



NOTE OUR PATENT STRAP

Made
by

The R. M. Beal Leather Co.
Limited
Lindsay, Ont.

In the heart of the Shoe & Leather District

United States Hotel

Beach, Lincoln & Kingston Sts.
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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**
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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

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

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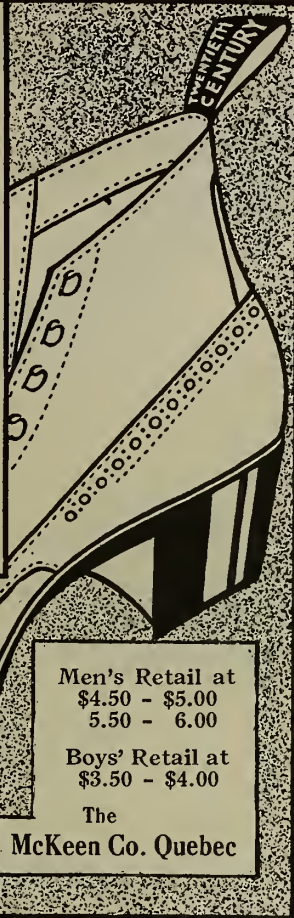
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BOSTON, MASS
128 Summer St.

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ST. LOUIS, MO.
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THERE are no useless, fancy frills about Twentieth Century Welts, although they are neat appearing. Their prime purpose is to give a full measure of Service and Comfort to the wearer and a goodly margin of profit to the dealer.



So-Cosy
TRADE MARK
Shoes for Baby

are made on five lasts: Coin, Empire, Keystone, De Luxe and So-Cosy. The two latter being right and left.

Your jobber carries a good selection of So-Cosy Shoes from our range of five hundred lines.

We wish you a Happy New Year.

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PRESTON, CANADA

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.

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Toronto :: Montreal

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THE **M** SHOE

FAMOUS FOR
IT
FASHION
FINISH

IF 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.

J. E. DUPRE A. BAILLARGEON

THE MONTREAL BOX TOE CO.

ESTABLISHED 1904

MANUFACTURERS OF HIGH GRADE

Box Toes and Heels

OF ALL KINDS

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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"
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Woven Labels

SHOE PULL STRAPS
SHOE FACINGS
SHOE LABELS and WEBBINGS

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PETERBOROUGH, ONTARIO

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



MAKERS OF

**HIGH-GRADE SHOES FOR
MEN AND WOMEN**

Write us for further particulars

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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

The Bonner Leather Co.

—Manufacturers—
GLAZED KID
(Black and Colors)
CHROME LAMBS
(Glazed and Dull)

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Tanners and Hide Dealers
 FACTORY AND HEAD OFFICE: BARRIE, ONT.
 Makers of—

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| STAPLE LEATHERS | CASE LEATHERS |
| FANCY “ | TRUNK “ |
| BAG “ | SHOE “ |
| STRAP “ | BRIDLE “ |
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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.

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Leather, Rubber, Paper, Cloth,
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 All Work Warranted.

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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.
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Cheaper Satisfaction



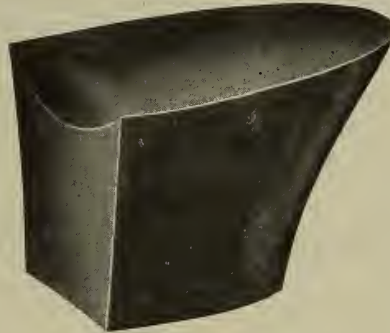
All Leather Fair Stitched

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

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We also make Union, Standard and Leather Board Counters



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.

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We buy all Offal for cash.
Independent Box Toe Co., 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.

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Analysis of Any Material Employed in the Tannery

OFFICES, LABORATORY AND SAMPLING ROOM
 227-229 FULTON STREET
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F. G. CLARKE, President.

C. E. CLARKE, Vice-Pres. and Treas.

CLARKE & CLARKE, Limited*Established 1852.*MANUFACTURERS OF **SHEEPSKINS** OF ALL KINDSGeneral Offices and Works—Christie Street, **TORONTO.**
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BRANCHES—59 St. Peter St., MONTREAL. G. S. HUBBELL, Agent

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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.

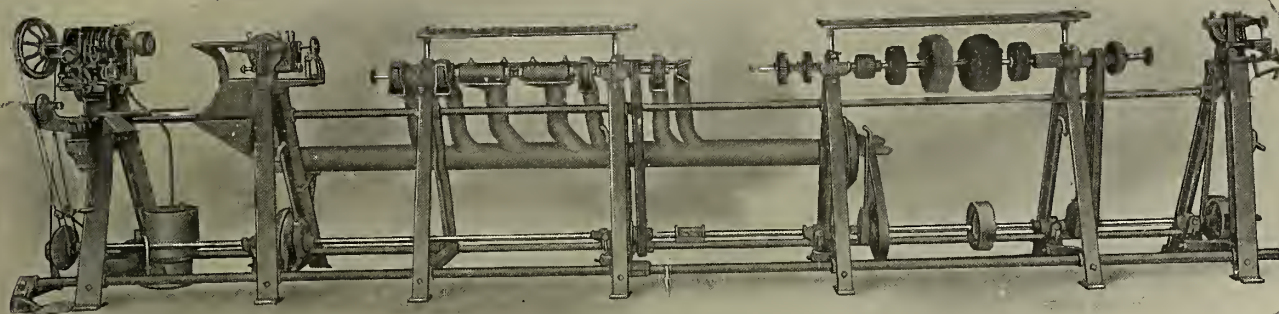
W. H. Staynes & Smith, **HIDE and LEATHER FACTORS**CASH ADVANCED
ON CONSIGNMENTS.**Leicester, Eng.** and at Kettering, Northampton
Frankfort-on-Maine.

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

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



Our New Ottawa Warehouse is in Full Operation



This will be welcome news to every merchant handling rubbers throughout that big district known as the Ottawa Valley region.

Dealers as far West as Pembroke and right down to the St. Lawrence will now be able to have sorting orders filled more expeditiously than ever before.

This new depot gives us splendid facilities for keeping a large stock constantly on hand. Situated as it is at 225 Queen Street, just around the corner from Bank Street, right in the centre of the commercial part of Ottawa, it is very easy of access for visiting members of the trade.

Mr. S. Sherman, who is in charge, has wide experience, and is supported by a capable staff. A complete range of both Miner and Shefford Brands will be carried in stock.

Every dealer in the Ottawa Valley should send that RUSH order to our Ottawa warehouse.

The Miner Rubber Co., Limited

Granby

Montreal

Toronto

Quebec

Ottawa



SELLING AGENCIES:

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R. B. Griffith & Co., Hamilton

J. M. Humphrey & Co., St. John, N.B.

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Keen Competition in the Holiday Window Contest—Announcement of Results

How Big Western Shoe Business Was Built Up on Sound Principles

Good Stock Keeping is One Really Essential Thing in Retail Shoe Success

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TORONTO MONTREAL

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You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada**

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St. Valier Street
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Montreal, Que.

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**This
mark
assures**

quality and
economy in



**PATENT
LEATHER**

In these days of keen competition the manufacturer who tolerates waste in his cutting room is under a severe handicap. Material is costly. It pays to buy patent leather that not only gives complete satisfaction in the matter of quality but that also cuts up to the best advantage. That's the kind you get when you order A.R.C. Brand.

**Made in the largest and
Most Modern Patent Leather Plant
in the British Empire**

Specify A.R.C. Brand in your next order and you will reap a sure reward.

A. R. Clarke & Company

Limited

Toronto :: :: Ontario

Branches:

Montreal and Quebec

Those Customers with Bunion Trouble— Do You Do Anything for Them? Why Not?



And especially when there's big profit in it, and mighty little work. Many a shoe salesman has spent valuable time stretching shoes to ease a Bunion, when he could have sold the customer a Scholl Bunion Shield and put some cash in his till. Not only that, but by satisfying the customer he would have made a favorable impression that would later sell more goods. Sell every customer with Bunion trouble

Scholl's Bunion Reducer

A pure gum rubber shield so shaped that it fits snugly over the enlarged joint, next to the skin, relieving all irritation caused by the shoe. It excludes all air and retains the natural moisture of the foot, thus arresting further growth of the Bunion enlargement by its reducing action on the tissues. Fits all feet perfectly—no shifting or bulging—no larger shoe needed. Used with success by Chiropodists and Shoe Dealers everywhere.

Retail 50c. each, \$1.00 per pair—three sizes. Nearly 100 per cent. profit. Send for sample to-day.

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The proprietor, or at least one of the salesmen, has studied Dr. Scholl's Free Book on "Scientific Correction for Ailments of the Feet," and is the authority on Foot Trouble in his locality. Popular demand created by Scholl's wide advertising has made it a place where foot-suffering humanity can obtain relief.

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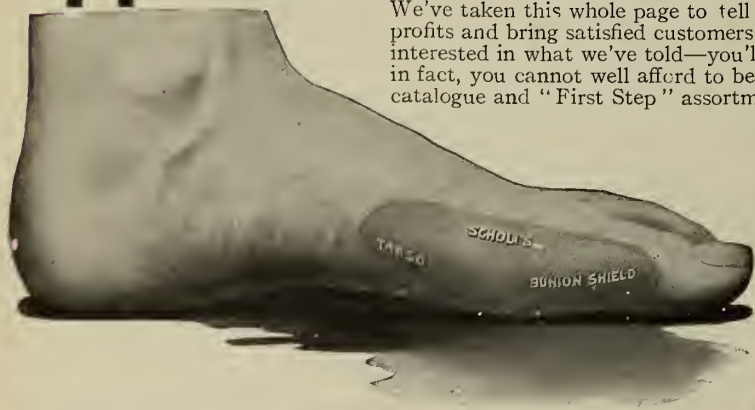


Scholl Specialties Are Big Profit Bringers

The demand for these appliances is established and is being increased by daily advertisements in hundreds of magazines and newspapers. Live dealers—helping by using our posters, signs, cut-outs, booklets and other free advertising matter—are being helped to quite a little extra money, too. Increase your income—get in a line of Scholl's goods.

LET SCHOLL ADVERTISING HELP YOU

We've taken this whole page to tell you that Scholl's Foot Specialties are easy sellers—make big profits and bring satisfied customers. We've told you some of the **WHY**, but not all of it. You're interested in what we've told—you'll be more interested in the rest. And you ought to have it—in fact, you cannot well afford to be without it. Write for our catalogue—right now. Ask for our catalogue and "First Step" assortment offer.



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213 West Schiller St., CHICAGO

Branch Offices—New York, Toronto, London

LARGEST MANUFACTURERS OF FOOT SPECIALTIES
IN THE WORLD.

Insist upon getting the "Great West Felt Co., Limited," Felt Footwear in 1914



No. 103—Men's Felt High Cut Blucher, vamp lined, two buckles and lace leather facing and back strap, felt sole and heel.

NOW is the time to be placing your orders for next Fall and Winter delivery. Never before have we been in a position to offer you such a varied and worth-while assortment of perfect fitting lasts in "Cold-Proof" Footwear, and only those dealers who have handled our line before can fully appreciate what this means.

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.

This Brand



stamped on the sole of every shoe.



The Brand of Quality

Independent jobbers are now showing our Fall Felt Samples. If your jobber cannot supply you—write us.

The Great West Felt Co., Limited
ELMIRA, ONTARIO

"NOT
IN
ANY
TRUST"



No. 135—Men's Felt Congress, circular vamp, leather front and back strap, flexible leather sole and heel.

No. 102—Men's Felt Blucher, vamp lined, leather facing and back strap, felt sole and heel.

Kant Krack

Dainty Mode



*Rubbers that make New Trade
and Help You Keep the Old*

Style, fit, service and comfort are just as essential in rubbers as they are in leather footwear.

Just as you discriminate in the selection of your leather footwear stock, so should you use your own sound judgement in the choice of the rubbers you buy.

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Independent Rubbers are made in four different brands:—"Kant Krack," "Dainty Mode," "Royal" and "Bull-dog" and the same good quality, the same expert workmanship are to be found in **all** rubbers bearing these names.

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**The Independent Rubber Co.
Limited**

MERRITTON, ONTARIO





DOCTOR A. REED CUSHION
SOLE SHOE

FOR the man to whom genuine foot comfort is the chief essential, a good cushion-sole shoe makes an especial appeal.

There are many such men among your customers, and every one will be a repeat customer if you sell the DR A. REED CUSHION-SOLE Shoe. For many years this shoe has been the standard of excellence to which all competition has aspired.

WE HAVE THE SOLE RIGHT TO MANUFACTURE THIS
SHOE IN CANADA

J. & T. BELL LIMITED
MONTREAL, CAN.

MAKERS OF HIGH GRADE FOOTWEAR



Owing to our large sales and the introduction of new machinery, we are enabled to place before the trade a new proposition in regard to

SHOE POLISHES

Our travelers are now on the road and will be pleased to discuss this proposition with you—or drop us a postal for information.



PACKARD'S SHOE POLISHES

THE
STANDARD
FOR
QUALITY



IN
ALL COLORS
FOR
ALL LEATHERS

ADVERTISED GOODS ARE NOT "SHELF WARMERS"

Our 1914 price list is now ready. If you do not receive one drop us a line.

It will be in your interest to investigate our New Proposition before placing your Spring order.

IT MEANS MORE PROFITS FOR YOU
BETTER SATISFIED CUSTOMERS

REMEMBER—

"A Pleased Customer Calls Again"

L. H. Packard & Co., Limited

MANUFACTURERS OF

Shoe Polishes, Dyes, Stains, Etc.





The
PERTH
Shoe
Pleases



Specialization and concentrated effort have placed the Perth Shoe 'way head of its class. It's a popular-priced Goodyear Welt that gives full value in style, comfort and service.

And the *Perth* is not by any means a highly priced shoe, though it *is* such a dandy looker. You'll find by getting a few in stock that it's a fast seller to your less particular trade, too.

Perth Shoe Company, Limited

Women's Goodyear Welts Exclusively

PERTH, ONT.



**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, Montre I.

All Dealers



**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

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 demand of your custo-
mers for this popular seller? If
not, send your order to-day to our
nearest branch.

**Canadian Consolidated
Rubber Company
Limited**

MONTREAL

28 Branches throughout Canada

Ames-Holden-McCready, Limited

The Big IN-STOCK House



We are very proud over the call our shoes are having, but are not satisfied to rest on our laurels, and are striving all the time to give our customers more satisfaction than ever.



Continual improvements have been constantly made by us, until we now have the largest and best range of Leather Footwear in Canada.

Write us to-day for Sample Lot.

Please remember the **BIG IN-STOCK HOUSE** means that we have all lines of seasonable Footwear in all grades and prices, in our different Warehouses mentioned below, and mail orders go through our establishments like an express train.

We are sole agents for the celebrated Granby and Maple Leaf Rubbers, also for Kimmel's line of Felt Shoes, which is the best in Canada to-day.

Montreal St. John Toronto Winnipeg
 Calgary Edmonton Vancouver



“Make Good” because they’re Made Good

IF there’s one thing upon which we pride ourselves above another, it’s attention to detail. Every piece of material, every stitch that goes into the construction of “Elmira” Felt Shoes and Slippers, is made with painstaking thoroughness that insures both serviceability and comfort to the wearer.

That’s the secret of the great reputation that “Elmiras” have built up for themselves. That’s why there’s such a consistent demand for them, and, above all, that’s why you should have a stock of them with which to meet this demand.

The “Elmira” line for 1914 embraces a wide range of all that’s latest and best in Fine Felt Footwear, and if you haven’t seen the jobber’s samples you should write direct to us for illustrations without further delay.

Manufactured by

The Elmira Felt Company Limited

BERLIN - - - ONT.



The Shoe that is 100% Saleable

The Classic SHOE

☞ The great beauty of handling "Classic" Shoes is, that you don't have to argue to sell them. Just say—"Lady, it's a 'Classic'!" That closes the deal. Your customer knows that she is getting full value for her money; she has bought "Classic" Shoes before or perhaps she has heard all about them from her friends, and the sale is easily negotiated.

☞ We've got a fine and comprehensive range of Ladies', Misses' and Children's shoes; the kind that will put snap into your business for 1914.

☞ Why not get a thorough knowledge of the Classic Line?

☞ See our samples and let your customers know you sell "Classic" Shoes.

Getty & Scott, Limited

"Classic" Shoes

Galt : Ontario



Survival Value

What is it? Survival Value is the lasting prestige added to all footwear by the affixing of the **Union Stamp**—it is the surviving standard because:—

- 1st It is a guarantee of honest footwear, made under the best conditions.
- 2nd It is a pledge of expert workmanship.
- 3rd It is the pass-word which opens the sales doors to Union Men everywhere.
- 4th After the other inducements have all been recited, the conclusive and finishing argument is the **UNION STAMP**.

Every shoe bearing the **Union Stamp** retains a sales value of long duration, for no shoe bears the stamp unless it has been produced under the proper conditions and represents honest value.

For mutual profits, better and bigger business, insist upon the official stamp of the **Boot and Shoe Workers' Union**—the only guarantee of Union Footwear.

Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

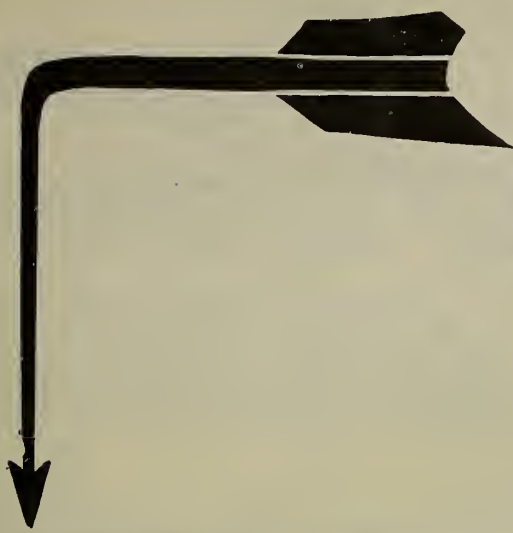
246 Summer Street

BOSTON - - MASSACHUSETTS

JOHN F. TOBIN
General President

CHAS. L. BAINE
Gen. Sec. Treasurer





Get what You
want when
You want it

“KANT KRACK” “DAINTY MODE”
“ROYAL” and “BULL DOG” RUBBERS
ELMIRA FELTS
TRICKETT’S SLIPPERS
OIL TANS
MOOSE MOCCASINS, Etc., Etc.

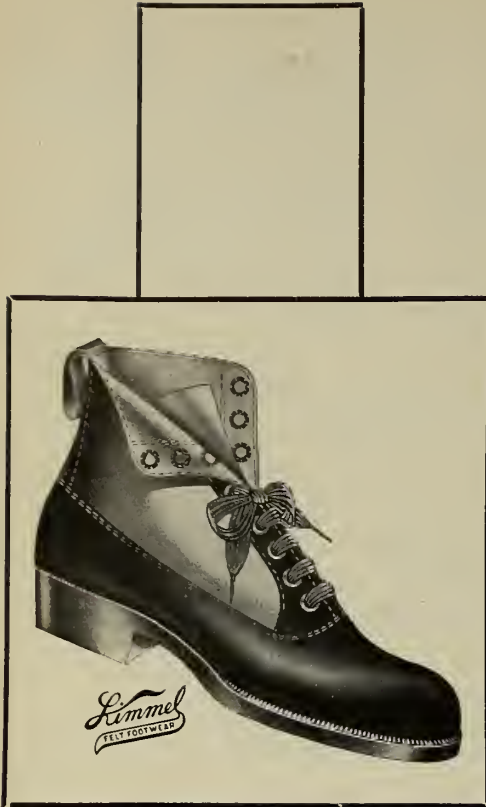
If you don't know the satisfaction that my “hurry-up” department gives, think of something---Boots, Shoes or Rubbers---that you want in a hurry and send your

orders marked RUSH. You'll be agreeably surprised at the service you'll get.

If for any reason you have deferred placing your orders for Spring, don't worry, I have a complete stock of the most dependable brands of Boots, Shoes and Rubbers, and am ready to cater for your immediate requirements.

JAMES ROBINSON

182-186 McGill Street
Montreal



Kimmel

FELT FOOTWEAR

One Sale Begets Many More Sales

KIMMEL FELTS satisfy your customers' sense of style, also their sense of what they should get for their money and consequently they will come again strong for Kimmel Felts, as well as recommend them to their friends.

It's this potentiality of future profits that makes a *Kimmel* sale worth more. Kimmel Felts turn transient customers into "repeaters."

The 1914 range of Kimmel Felts comprises a most complete variety of neat and perfect fitting shoes for men and women in the highest grade felt it is possible to manufacture. All the latest designs are exemplified in tasty and popular colors in slippers. The shoes are made on up-to-date lasts in all-felt and felt and leather.

Exclusive Selling Agents for Kimmel
Felt Shoes and Slippers

Ames-H. Iden-McCready, Limited

The Oldest Largest and Most Reliable Manufacturers
and Wholesale Dealers in Fine and Staple
Footwear of all kinds in Canada.

A Pair of Splendid Sellers for 1914

WHY experiment with some new and practically unknown brand when there is such a pair of proven profit-makers as the "PROFESSOR" and "DOCTOR'S" SHOES? You will only be wasting your time—and money; you will never convince a customer who has actually worn these that there is anything "just as good."

Both the "PROFESSOR" and the "DOCTOR'S" have an individuality all their own. They are absolutely correct in shape, conforming easily to the natural contour of the foot. They are built as good shoes should be built—comfortable, attractive, and of great lasting quality. They will "put you in right" with your customer and make each one a live, enthusiastic, talking advertisement.

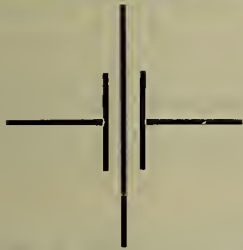
Your jobber will tell you more about them—ask him.

**The Tebbutt
Shoe &
Leather Co.
Limited**

**Three Rivers
Q u e b e c**

THE
Professor

PAT. N^o. 119409
GOLD CROSS
SHOE



Doctors
ANTI-SEPTIC
SHOE
PAT 1908 1909
NON
PERSPIRO



*The Business
Building
Line*

The Aird Line

will enable you to make your regular customers better customers—turn transient customers into regular customers—make new customers for you.

Try it.

AIRD & SON, Montreal

Makers of Men's, Women's, Boys' and
Youths' Turns and McKays

“Altera” Embossing Machine

built by the

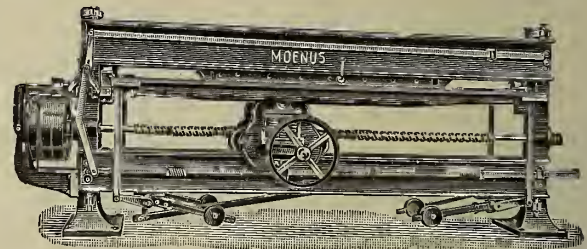
MOENUS MACHINE COMPANY, Frankfurt a.M., Germany

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.

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 Street, Toronto



A Proven Seller—the McDermott Shoe

The shoe merchant who has not yet given the McDermott Shoe a trial should profit by the experience of those who *have*.

He'll quickly find that he has not made a risky experiment. The McDermott Shoe is a *proven* seller, with a reputation among discriminate women buyers that is firmly established.

Dealers handle McDermott Shoes because they sell easily and give a most reasonable margin of profit.

THE McDERMOTT SHOE CO.
Women's Shoe Specialists
MONTREAL

Learn Chiropody and Orthopedics

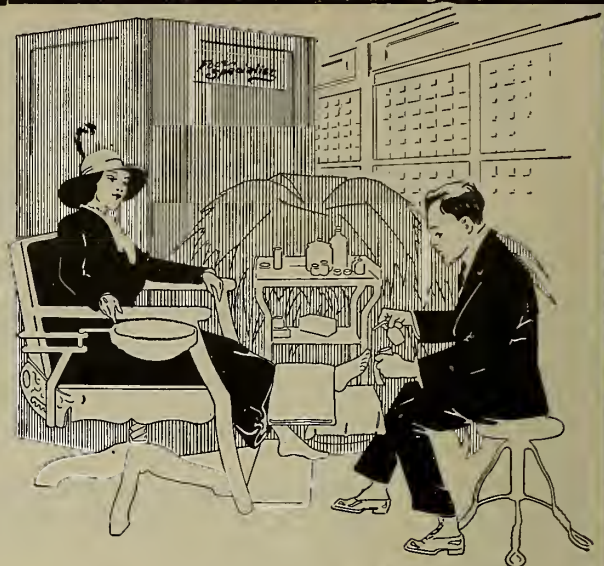
A new, dignified and highly profitable line of work open to intelligent salesmen in Retail Shoe Stores.

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

CityProv.



No. 15—7-inch leg.

If
you
want
the
Best
use



NOTE OUR PATENT STRAP

JOHN BULL
Larrigans
and
Leggings

Made
by

The R. M. Beal Leather Co.
Limited
Lindsay, Ont.

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

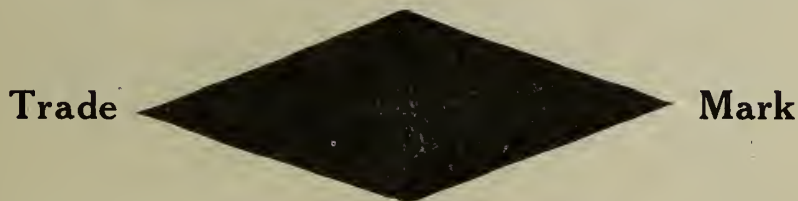
If you get any one of these now, simply send us the extra money for extra journals, or merely tell us you want them and we will send them on and bill you in due course.

Acton Publishing Co.
Limited
Toronto - Montreal

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

RIDEAU

*The Shoe
that
Sells and Excels*



A wide variety of new lasts have been recently added to the Rideau Line, and these in conjunction with the many attractive styles that have proven themselves such rapid sellers will make it an even more desirable line for 1914.

Rideau Shoes are made for men and women in all the most popular leathers—they are perfect fitting, stylish and give good, lasting service.

Let our salesman explain them
to you more fully.

The Rideau Shoe Co., Ltd.

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. 2

TORONTO, JANUARY 15, 1914

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Foreign Subscription, \$2.00

What the Local Dealer Does for His Community

Head of Ontario Shoe Retailers' Association Speaks of Worth of Association and What it Has Accomplished—The Advantages of Trade Organization—Clearing Away Grievances and Helping to Solve Many Difficulties

By T. H. BIGWOOD, President of the Ontario Shoe Retailers' Association

At the beginning of another year in the retail shoe business, permit me to extend greetings to the trade and wish every member a pleasant and prosperous New Year.

As president of the Ontario Shoe Retailers' Association, to which position I had the honor of being elected at the annual meeting in September last, I desire to say that I believe the Association has and is accomplishing effective and useful work notwithstanding the support and encouragement of the members has not been as

active and general as it should. This is, perhaps, due to the fact that the aims and objects of the organization are not as well understood as they might be.

Allow me to say a few words on its behalf. The Ontario Shoe Retailers' Association is not a body for the raising of prices or the creation of a combine in any sense of the word. Prices or terms of payment have never been discussed; rather it is a union of retailers to eliminate certain trade grievances and evils with which every man in the business is familiar, and to come to a better understanding on problems of mutual interest which make for the welfare and advancement of our calling. The purpose is to become better acquainted with one another and to exchange experiences and views in dealing with certain matters such as credit to customers, collection of accounts, approbation, early closing, weekly half holidays, freight rates, mail orders, delivery of goods and many other topics that I might mention.

The organization, which is a section of the Retail Merchants Association of Canada, has the influence and prestige of this great body of businessmen, provincial boards now existing in all the provinces of Canada and the membership of which has increased enormously during the past year owing to the aggressive work of the secretary, E. M. Trowern, of Toronto. Nearly every town and city has its local organization, and of the worth and the work it is unnecessary to refer at length. Measures which are both unjust and inimical to the best interests of the retail merchants of the Dominion have been successfully fought in both the provincial and federal houses of parliament, and much accomplished to raise the standard and dignity of mercantile life.

Take the retail merchants out of any city or town and what have you left. They are the back bone and mainstay of every community and, while it may be argued that it is the people who support and make possible their existence, yet, on the other hand, it is the local retailer who pays the bulk of the taxes, water rates, frontage assessments, local improvements, rents, etc., employs the young people of the place who, otherwise, would have to leave home to get their start in life and gives them that experience and insight into business which later equips them to fill larger spheres of activity and positions of emolument and responsibility or to embark in ventures on their own account.

Nearly every shoe retailer to-day owes his start to the thorough training that he received in his native town. The merchant has taken the raw material, so to speak, and developed it and yet too often I am afraid that those, who later in life have secured a large measure of this world's goods, forget what has been done for them by the management of the stores in which they were first employed.

Advantages of Home Buying

The home merchant is the best friend that any community has. He supports the churches, schools, colleges and charities, and every enterprise launched for the upbuild and progress of the city, town or village in which he makes a living. In times of depression or unemployment how often does he extend credit and enable those, who would otherwise be deprived of life's necessities, to live comfortably and happily until factories resume operations or the building and other allied trades take on their wonted activity. The community owes each merchant a debt of obligation which it often ill repays, and in periods of plenty, the persons who have been accommodated, frequently ignore the local man and send out of town for requisites which they can procure equally as well and cheap at home when quality and service are taken into consideration. Enjoying the advantages of personal inspection, prompt delivery, quick service and of returning the goods in the event of dissatisfaction, defect, or misrepresentation—are other benefits which are apt to be overlooked. The customer pays no freight or express bills, cartage or postage, and can obtain what he desires and at the very time that he most needs it. Again, I say that the average local merchant is one of the chief

factors and solid citizens than any community can possess and worthy of patronage and confidence. There may be exceptions but they are very few.

Why Not Show Friendly Spirit

I might add a great deal more along this line did time and space permit. Let us get better acquainted with one another and, at this inauguration of another year put aside petty jealousies, bickerings or suspicions and seek to work unitedly for the welfare and prosperity of the trade in which we are most concerned. As members of the association we can become well acquainted and, if we make the advance and shake hands with the other fellow and wish him well, we will discover on better and closer relations after all he is not underhanded, mean, or despicable, but that he has to strive with the same difficulties and contend with the same obstacles that we met with in every day business transactions. It is by the free exchange of opinions and experiences that we become stronger and better business men and raise the dignity, reputation and honor of our trade.

Stopped Sale of Single Pairs

What has been done by our Association since it was organized two years ago? We have, with the co-operation of the wholesalers and jobbers, put a stop to the sale of shoes by them in single pair lots, and in this I am to say that practically all houses have joined with us. On the other hand, we have obligated ourselves not to send customers to wholesale establishments with orders and have appointed a grievance committee to whom any violation on either side may be reported in confidence and full investigation will be made. This committee has had very little to do, so thoroughly has the arrangement been observed. Now, every wholesale house bears in its sample room the card, "Positively no goods sold retail." We are also stopping the practice of one wholesale house in a particular line sending any member of its staff with an order to another firm in a different line, asking that an order be honored. All this has meant much in the way of increased trade to the retail shoeman in Toronto and other cities where jobbing houses are located. Let me here express the appreciation of the Association at the manner in which that branch of the trade has done its part to assist us in this good work. There may be yet some infringements of the understanding but they are comparatively small to what they were before our Association took up this commendable work.

Where certain findings and other articles are advertised by the manufacturers to be sold to the public at an unalterably fixed figure, we have requested the producers not to do business with retailers who will not honor the agreement. Good progress is being made in this line. If anything is nationally advertised to be disposed of at a certain price to the consumer, we, as members of the Association, should do all in our power to live up to it and support the manufacturers. I am referring more especially to the sale of foot appliances, arch supports, polishes, etc.

Making Dead Beats Pay Up

Another matter of which the members of our Association are availing themselves is the excellent system of collecting accounts from slow pays and never pays, a number of which seem to live in every community. The form letters which can be obtained, are doing their work exceptionally well, and shoemen who have given them a fair trial speak of the fine results that have been obtained in inducing persons, who would not otherwise settle their bills, to do so promptly when these documents have been sent out.

In conclusion, let me point out that many other moves for the good and welfare of the trade are being made. The membership fee of our Association, which is only five dollars, is money well invested and devoted to a splendid cause.

In unity there is strength. Every great reform has been brought about by agitation and education. Isolated effort has never accomplished very much in a trade or business sense, yet to-day there are many who are perfectly willing to reap all the benefits without putting their shoulder to the wheel and giving a push.

Will You Give a Boost

Do not be a looker-on, be a toiler, and do your share, humble though it be, in achieving a higher standard of efficiency, service and usefulness. May the year 1914 be the brightest and best in our trade and in the history and expansion of the Shoe Retailers' Association. Will you do your part?

HE LIKES THE JOURNAL

Enclosed you will find cheque for one dollar in payment of my subscription for 1914. Have been thirty-five years in business here and like your paper very much. Wishing you the compliments of the season,

Yours truly,

C. HENRY DIMOCK,

Windsor, N.S.

BEST WISHES FOR GOOD YEAR

Enclosed you will find express order for subscription to "Shoe and Leather Journal." Wishing this up-to-date Journal and the editor a most happy and prosperous New Year,

J. W. THOMSON,

Buckingham, Que.

SPLENDID IN EVERY WAY

Your paper is splendid in every way. I find it right up to the market. Wishing you the season's compliments.

Sincerely yours,

ROSECRANS MURPHY,
(Julian-Kokenge Co.)

Chicago, Ill.

TELLS HIM MANY THINGS

Enclosed please find \$1.00 for the "Shoe and Leather Journal." I could not think of doing without it, as it is a very valuable help and gives me lots of information regarding what is going on in the trade.

HUGH MacKAY.

Trenton, N.S

FIND IT A VALUABLE MEDIUM

Please find enclosed one dollar for a renewal of my subscription to the "Shoe and Leather Journal." I think it is a valuable publication and I get much good advice from a perusal of its pages, which are full of live suggestions.

Yours faithfully,

JAMES MINALL.

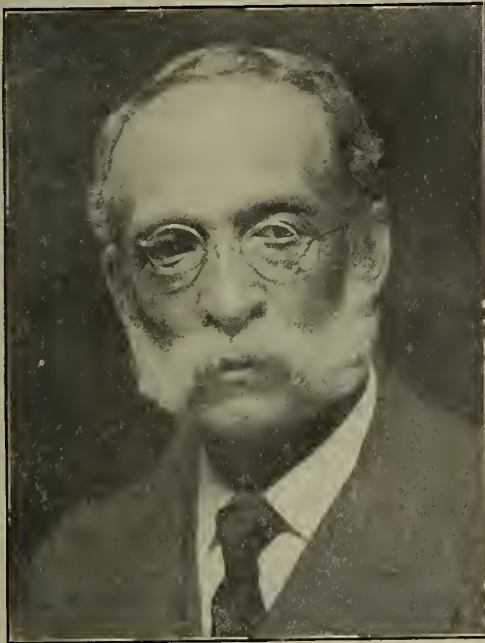
Birtle, Man.



THE ORIGINAL TITLE HEADING IN JANUARY, 1888

Conditions and Happenings in the Trade Over a Quarter Century Ago

Looking back over a lifetime is always fascinating, even though sadness be more less mingled with gladness. The changes that have occurred in the character and per-



CHARLES KING, TORONTO, THE FIRST LEATHER MANUFACTURER TO ADVERTISE IN THE "JOURNAL"

sonnel of the shoe and leather trades since the *SHOE AND LEATHER JOURNAL* made its modest bow to its constituents in 1888 naturally recalls the words of Tom Moore—

"When I remember all
The friends so linked together,
I've seen around me fall
Like leaves in wintry weather,
I feel like one who treads alone
Some banqueted hall deserted,
Whose lights are fled, whose garlands dead,
And all but me departed."

Men who were in the forefront of the shoe trade twenty-five or thirty years ago have passed away and some

of their names are almost forgotten. Among the stalwarts of that day were such men as Ames, Boterell, Linton, Boivin, McCready, Smith, Slater, Bresse, King, Damer, Whitham, Hagar, Stephens, Orr, Hamilton, Cooper, Polley, Mullarky, whose names were household words in shoe circles, but who have passed beyond and left but a small remnant of their contemporaries behind. In leather circles the ravages of time have been perhaps less marked and many of those who were prominent at the time referred to, still maintain for the most part, their connection with the trade, although such old timers as McLean, Cassils, Gourdeau, Jacobi, Wardlaw,

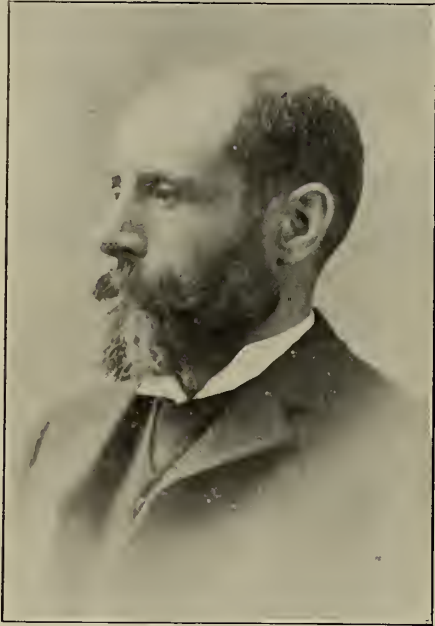


THE LATE W. B. HAMILTON, TORONTO, THE FIRST SHOE MANUFACTURER TO ADVERTISE IN THE "JOURNAL"

have joined the great majority. Greater changes have occurred in leather concerns themselves than in the personnel of the trade and where business was once spread very widely over the country it has gradually centred in larger and more thoroughly equipped concerns.

Canada was in the making, so to speak, when the *SHOE*

AND LEATHER JOURNAL was born. The Canadian Pacific Railway had just been completed, the western provinces were still territories, and Calgary, Edmonton, Prince Albert, and even Brandon, were spots on the map indicating but



THE LATE JOHN STEPHENS, MONTREAL, A LIFE LONG FRIEND OF THE "JOURNAL"

feeble promise of their great future. There was no "Northern Ontario," Cobalt, Yukon, or "Peace River Country," as we know them to-day and the population of the whole of Canada did not much exceed five millions. Montreal and Toronto were considered good trade centres with only about two hundred thousand inhabitants each.

With regard to the shoe trade which was yet in its infancy, the entire product of the various factories did not reach over twenty-five million dollars in value and we imported about half a million dollars' worth, considered an enormous amount in those days, and calling for vigorous protest on the part of shoe manufacturers.

Put Money on Another Horse

A few facts and fancies culled from the first issue of the SHOE AND LEATHER JOURNAL will afford interesting reading, especially to "old timers." Of the launching of the Journal it might be said that the ceremony was attended with probably more than the usual fear and trembling and a plentiful supply of "coldwater" was not lacking at the christening. On this behalf a little personal reminiscence may be pardoned, as throwing some light on conditions at the time, as well as illustrating the discouragements in getting the enterprise under way. John McPherson & Co. had just completed their new factory on John street, Hamilton, considered then the most complete and up-to-date plant in the country. It was expected that this concern would prove perhaps the most encouraging "prospect" for advertising support and the prospectus or "dummy" was laid before its head. After carefully looking it over James A. McPherson handed it back with the suggestion that the venturesome publisher put his money on a more likely horse. Fortunately Mr. Chas. King, of King Bros., Whitby, was standing close by listening to the conversation and at this point stepped up and expressed surprise that Mr. McPherson above all others should discourage such an enterprise. He explained that he, a day or two before, had given his endorsement in the shape of a small advertisement. James A. swung over and

closed for the back cover which the firm occupied for years, some of the ads. written by the sprightly "Jimmie," as he has always been known to the trade, being not the least interesting features of the early issues of the SHOE AND LEATHER JOURNAL from a literary as well as a business standpoint. His "cold feet" propositions will be remembered by old readers with relish. Later some of these may be quoted.

Live Political Topics of Time

Commercial Union was a live political issue at the time, and it is not surprising that in the editorial columns this question should receive vigorous consideration. The following paragraph occurs in this connection: "There is no question as to the desirability of an enlargement of intercourse between the two countries (United States and Canada) but it must be of a nature that shall interfere as little as possible with the existing interests of each. It ought to be possible to arrange an interchange of natural products that will do ample justice to both; but the fact of Canada's peculiarly happy position in possessing such an unlimited variety of natural products causes our friends across the line to regard with more or less suspicion any project that promises to afford us facilities for marketing these, even when they are not in a position to procure the same articles elsewhere."

The Toronto Board of Trade held its first annual dinner just before the first number of the Journal was issued and an account of same appears in which a report is given of a speech made by Rt. Hon. Jos. Chamberlain, who had just arranged a settlement of the "Fisheries Question" on the subject of "Imperial Federation." Amongst other things Mr. Chamberlain said:

"He felt certain that the confederation of the provinces of Canada, with the remarkable advancement and development it has caused, would be a beacon to point the way to a grander federation of the various colonies of Great Britain in the near future. The great hope of Canada lay in the filling up of those vast tracts of fertile lands in the North-West with an agricultural population. This would inevitably



JOHN RITCHIE, QUEBEC, ONE OF THE ADVERTISERS WHO APPEARED IN THE FIRST EDITION OF THE "JOURNAL"

occur, and that very soon, owing to the facilities of communication recently opened up (C.P.R.)"

The "Rubber Trust" in the United States, afterwards known as the United States Rubber Co., was on the tapis and vigorous discussions anent its organization were taking place in the various trade publications. As not effecting seriously conditions in Canada this question was given merely cursory consideration.

The first shoe advertisement taken by the SHOE AND

LEATHER JOURNAL was that of W. B. Hamilton & Co., Toronto, and it is curious to note that the names of James Buik and A. W. Blachford, then directors, appear in same, together with those of W. B. and C. B. Hamilton. This concern, which is one of the oldest in the trade, was the first to appreciate and endorse as it has ever been, any "good thing" in connection with the shoe trade. The late W. B. Hamilton was foremost in every movement that had for its object the improvement and advancement of the trade. The second advertisement taken of shoes was that of Jno. McPherson & Co., Hamilton, who, by the way, were the first to use shoe cuts largely in their announcements. The first eastern shoe house to patronize the Journal was J. & T. Bell, then of Notre Dame street, Montreal. Mr. John Stephens, one of the whitest men of the shoe trade, whose untimely death by accident was announced last month in the Journal, was the first member of the eastern shoe trade with whom the writer became acquainted. Mr. Hagar and Mr. Stephens, who were then partners in J. & T. Bell, were always amongst the warmest friends of the Journal. Both have "crossed the bar."

The first leather advertisement was that of King Bros., of Whitby and Toronto, "Charlie" King being at that time one of the best known figures in the leather and shoe trades of Canada. The reputation of King's calf was untouched at that time by any other similar product.

A list of the early advertisers will be found interesting for more reasons than one and we give it herewith.

Shoe Manufacturers:—W. B. Hamilton & Co., Jno. McPherson & Co., J. & T. Bell, Geo. S. Slater, Henry Porter, Botterell & Co., Chas. A. Ahrens & Co., Wm. A. Marsh & Co., W. H. Polley & Son, H. Griffith, J. E. Woodley, Jas. McCready & Co., Booth & Langan, A. E. Turner & Co., Louis Côté & Bro., G. Boivin, G. Bresse, Cooper & Smith, Leclerc & Larochelle, Berlin Felt Boot Co., John Ritchie, Jas. Whitham & Co., R. Smardon, P. Hemond & Fils, H. E. Hamilton, I. D. Thurston, St. Pierre & Clapin, Dominion Shoe Co.,



WM. A. MARSH, QUEBEC, WHO HAS ADVERTISED IN THE "JOURNAL" SINCE ITS FOUNDATION

Canadian Shoe Co., N. Dion & Co., Brown Whiting & Co., Quebec Shoe Co., Wm. Griffith & Co., Hepburn & Co., Fogarty & Bro., Turner, Valiant & Co., Damer & Son, J. D. King & Co.

Leather Concerns:—King Bros., Louis Breithaupt & Co., Beardmore Co., D. W. Alexander, A. R. Clarke & Co., E. Frank Moseley & Co., Geo. A. Mooney & Co., Felix Gourdeau, Jos. King, H. J. Fisk & Co., John Hallam, Phillip Jacobi, Bickell & Wickett, Chas. Knees.

Last Makers:—Selway & Lendon, John C. Iredale & Co.

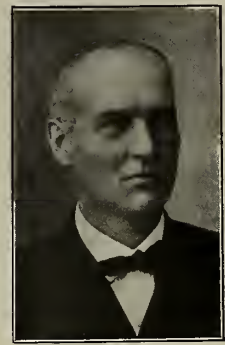
Rubber Footwear:—Canadian Rubber Co., Granby Rubber Co., Lycoming Rubber Co.

Machinery:—B. J. Pettener, Thos. Hocking, Goodyear Sewing Machine Association.

The rubber shoe trade was almost altogether in the hands of the Canadian Rubber Co., of Montreal, when the



A. R. CLARKE, TORONTO



C. A. AHRENS, BERLIN

WHO ADVERTISED IN THE FIRST EDITION OF THE "JOURNAL" IN 1888 AND ARE USERS OF ITS COLUMNS TO-DAY

SHOE AND LEATHER JOURNAL came on the scene, although the Granby Rubber Co. began operations a few weeks later. The executive of the Canadian Rubber Co. were Mr. Scholes, secretary; J. O. Gravel, treasurer, and J. J. McGill, general manager. The goods at the time we speak were designed on most conservative lines, such well known names as "Gypsy," "Carnival," "Croquet," "Dorothy," "Fairie," "Victoria," etc., appearing in the announcement.

The Granby Rubber Co.'s interests were at first in the hands of T. V. R. Brown and the western agency was taken over months later by Jos. Bonnicks, a former traveler for W. B. Hamilton & Co.

The Lycoming Rubber Co., of Williamsport, Pa., were the only American concern represented in Canada, James A. Young handling their interests in his usual vigorous and "picturesque" manner. Jim Young afterwards became chaplain of the Shoe and Leather Club, probably on account of his frequent "biblical" quotations.

Hally Bros., did about the only purely jobbing business in the west, handling principally rubbers for the Canadian Rubber Company. Both John and Robert Hally were well known figures in the shoe trade twenty-five years ago and both are gone the way of all flesh. Jas. Leggat, the Montreal jobber, passed away also a few years ago.

Conditions of the Trade

Spring samples were announced in the first number of the SHOE AND LEATHER JOURNAL, although issued on the fifteenth of January. At that period it was considered early enough to get out with spring goods about January 1st and with fall lines about July 1st. The firm that got its samples out on the road by December 1st was considered as stealing a march on its competitors. In fact an agreement was circulated and largely signed at the time making the first of January the earliest date for travelers starting out with the new season's goods. Terms at the time were as a general thing four months from date of shipment and often longer and it took some nerve to ask a retail concern to honor a draft at sixty days. In the account of the new Jno. McPherson & Co. factory given in the first issue the capacity of one thousand pairs a day was bravely announced. Amongst the new machines noted were Gilmour levellers and Tapley heel burnishers, and similar machines not to be found to-day in the category of modern shoe factory equipment.

Congratulations were extended to the following successful candidates for municipal honors: Mayor L. J. Breithaupt, Berlin; Ald. G. J. St. Leger, Toronto; Ald.

(Continued on page 31)

Building Up a Big Shoe Business on Sound Principles

Give the Public the Best Value and Service for Their Money—Keep the Interest of the Customer at Heart—Secure the Loyalty and Co-operation of Your Staff and do a Strictly Cash Trade—Factors in Success of Winnipeg Firm

Operating three large and splendidly fitted up shoe stores in Winnipeg, the Rannard Shoe Co. are a leading factor in the business life of the prairie capital. C. F. Rannard, who has been sole proprietor for a number of years, has been branching out, and a few weeks ago purchased the Nickle shoe shop at 273 Portage Avenue, which will shortly undergo alterations, bringing it to the front as one of the best appointed emporiums in the footwear line. The Rannard Shoe Co. will be incorporated, letters patent being taken out this month. The new company will have a paid-up capital of \$150,000, and the officers will be announced in the near future.

C. F. Rannard, who has been in the shoe business for a decade, has met with splendid success in his undertaking. He is particularly strong on organization and attributes a

who are adepts in the buying and selling of shoes. They have first the interest of the customer thoroughly at heart dealing squarely with the public and giving the best values.

A Jolly Social Reunion

On December 30th the employes were guests of the company at the annual banquet, which was held at the Fort Garry, the new palatial hotel of which Winnipeg has every reason to be proud. This was the tenth annual affair of its kind and the function was voted the most enjoyable ever held. Every member of the staff of the three stores was presented with a cheque from the company as a mark of appreciation of the extra energy and co-operation which the employees had shown during the course of the year. J. Waddington, sales manager of the Main street store,



NO. 1, STORE AT 536 MAIN STREET, CORNER JAMES, WINNIPEG

great deal of the expansion and development to the loyalty and co-operation of his staff. He speaks of their work and worth in the highest terms. His ability as a financier is recognized on all sides and his relations with manufacturers and wholesalers have always been of the most satisfactory character. He has ever been a staunch believer in the strictly cash system, buying for cash and selling for cash. The turn over of the firm during the past year was nearly three hundred thousand dollars. In this issue are presented exterior views of the Main Street store at the corner of James, the Portage Avenue store at the corner of Hargrave, and the newly acquired Nickle store at 273 Portage Avenue.

An interesting fact is that the Rannard Shoe Company have the only two corner shoe stores in Winnipeg, affording them a splendid opportunity of attracting the attention of the passing public for they are ardent advocates of up-to-date window displays and make full use of the excellent facilities by being at the street intersections already named. The management is composed of smart, alert business men

and M. A. Cafferky, sales manager of the Portage avenue branch, were presented with purses of gold as winners of the competition for the biggest sales during the year. Mr. Waddington's total was \$22,000 and that of Mr. Cafferky \$19,700.

C. F. Rannard, who occupied the chair, intimated that this was the last banquet at which he would appear as sole director of the concern, as arrangements had been made for turning the firm into an incorporated company. Mr. Rannard referred to the opening of the new store, the "Nickle," on Portage avenue, the third of the company's chain of stores. He stated that the Rannard Co. were now the largest exclusively retail shoe company in Canada.

A. R. Rannard, manager of the original store on Main street, briefly outlined the growth of the company, and the founding of first one and then another store on Portage avenue.

L. Farewell, of Hartt Boot and Shoe Co., Fredericton, N.B., referred to the loyalty and co-operation which existed between the company and its employees, and eulo-



NO. 2, STORE AT 330 PORTAGE AVENUE, CORNER HARGRAVE STREET, WINNIPEG

gized the cheeriness and optimism which characterized the management.

Members of the staff, including H. F. Eadie, M. A. Cafferky, and James Waddington, testified to the good feeling which had always characterized the relations between the employees and members of the firm.

The Main street store of the firm is situated at the corner of James Street, in the W. J. Christie block. This store has been running as a boot and shoe store for twenty-five years—for fifteen years by the Kilgour-Rimer Co., up to 1903, when they sold out to the partnership of Rannard & Chap-

(Continued on page 37)



NO. 3, STORE (FORMERLY NICKLE BOOT STORE) 273 PORTAGE AVENUE, WINNIPEG

Twenty-Two Varieties of Heels on Women's Shoes

Are You Familiar with the Different Kinds—Variation in Names Has Brought About Confusion and the Buyer Should Have Some Knowledge of the Correct Name and Shapes—The Varying Distinctions

Many differences of opinion have arisen of late as to the correct names of the new heels of the season. This variation in names has brought about a confusion that, in several cases, resulted in the cancellation of the entire order. When you consider that there are to-day some seventy-two varieties of heels for women, you get some idea of the possibilities of error. The definitions here given are vouchsafed by a number of heelmakers, as well as high-grade retail shoe merchants, and make be taken as a treatise based on authority, says the Boot and Shoe Recorder.

It is interesting to note that the newer heels—the Cuban-Louis, Kidney and Spool variety—give a broader base, in the shape of a top lift, that is considerably wider than the lift of a Cuban or of a Louis heel. These new heels rock less and are less liable to cause a woman to sprain her ankle by a sudden or insecure step.

The vogue of the new Kidney heel, Cuban-Louis heel, etc., has, in many communities, caused a rapid retirement of the old style Cuban heel. In one case a Western shoe merchant found that when he opened his stock for the season the old style Cuban heels would not move even at a low price. By telegraph he got in touch with Eastern factories and in ten days the shoes had not only been shipped East, but had gone through the heel room and had been returned to him. They were equipped with the latest Kidney heel at a cost of approximately 25 cents per pair. The sales of the season were saved to him, for he disposed of the shoes at an advance of from 50c to \$1, and profited accordingly.

An analysis of the five heels shown is given herewith, and we are indebted to P. A. Brown, of the Lynn Wood Heel Co., for these definitions, as well as for the heels from which photographs were made:

The Five Standard Heels

There are five standard styles in wooden heels, as follows:

No. 1 cut shows a true Louis heel, the most familiar style in wooden heels, and a foundation for the various styles in wooden heels of to-day. It is the correct heel for dress shoes for evening wear. It is made two inches high and higher. Its features are its slender, graceful lines in breast and back, its thin neck, its round top lift and its lip, which extends under the arch of the foot. The sole is worked over this lip, making a smooth and graceful curve. This heel has just the right pitch to support the body.

The true Louis heel goes back to Louis XV of France. It's one of the oldest styles in wood heels. The Cuban heel appeared at about the same time of the Cuban War. Possibly it came from Cuba. The French-Louis heel is so named to distinguish it from the Cuban-Louis heel.

No. 2 cut illustrates one of the first modifications of the true Louis heel, a French-Louis heel. It has a thicker neck and a broader top lift than the true Louis heel. A crescent-shape piece is cut from the top lift at the breast of the heel. It combines stability and style. Its broad tread has made it a practical style wood heel for street shoes.

No. 3 cut shows a Cuban curve heel and has a straight breast, with a concave surface, a thick neck and a top lift of the crescent shape as large as the neck. It satisfied a demand for wood heels with large top pieces.

No. 4 is the Kidney, a French military heel, and has no lip extending under the arch of the foot. Its breast is straight like that of a Cuban heel, and is concaved. It has a thick neck and broad top lift, like the French-Louis heel. It is a favorite style wood heel for street shoes of to-day. Its

top lift, as big as a silver dollar piece, provides for a safe, sure and straight tread.

No. 5 depicts a Cuban-Louis and has a Louis style lip and breast, a Cuban style neck, which is thicker than the neck of a true Louis heel, and a top lift of the same style as has the Kidney heel, but slightly smaller. It is a style that is in large demand.

The variations in the styles of wood heels are numberless. A shoe manufacturer or a shoe merchant asks that his heels be made a trifle larger, or a trifle thinner or thicker in the neck, or that the slope of the back of the heel be more sweeping, or that the lip extend a little more under the arch, or that the breast be more deeply concaved. Or he may ask to cut off the lip entirely, as is the case with a straight half Louis heel, so that he may cut down the costs of making his shoes.

Nearly Alike to the Eye

There are so many variations on the wood heels that it's only natural that there should be some confusion in naming the heels, for some of the different kinds of heels, as they are commonly spoken of, are pretty much alike to the average eye. The heel maker and the shoe designer readily see even the slight distinctions.

Sales of wood heel shoes are larger this year than ever before. The wood-heel manufacturers of the country are running overtime to provide wood heels to shoe manufacturers. One Lynn shop is running 22 hours a day. There is every prospect of an increase in the sale of wood-heel shoes and also of new modifications in styles of wood heels.

Spool heels, as they are generally known in the higher-class New York trade, is a leather concave heel approximating very nearly the shape of the ordinary spool. The heel stands usually about 11 or 12 eights. Speaking of this term as to a distinct name for heels is not generally recognized.

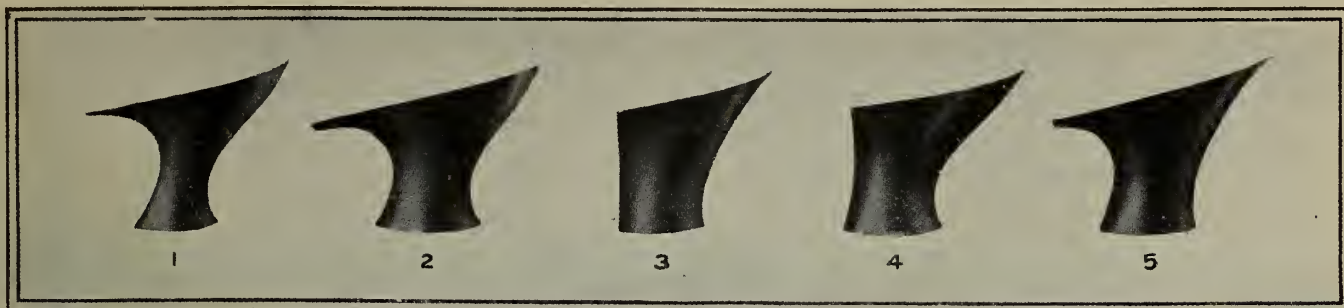
Origin of the Kidney Heel

The Kidney heel was probably made first by A. Garside & Sons for Lord & Taylor. This heel is also invariably made of leather and has an extremely broad top lift, shaped as a kidney. One manufacturer in particular, worked this heel out with a slight bulge at each side, which at first glance looked like a nail had been driven into the heel on each side, and thus causing the leather lifts to protrude. This feature was introduced in order to avoid teetering when walking over gratings or cobble stones.

Now this Kidney heel, which was quickly picked up by manufacturers of the cheaper grades, suggested the old Wurtemberg or Burg heel, which to-day is being used by such manufacturers as Weil and Garside. This heel has always been made of leather. Its shape is the standard Louis and the old custom men made this heel with the slit outsole.

The Breasted Louis

This heel has been known among manufacturers as the breasted-Louis. Now, however, they are making practically the same heel without the breasting, the sole being cut off at the juncture of shank and heel, and the shoe being heeled in the regular way. This same type of leather-heel making is being carried out in shapes which resemble closely the new Cuban-Louis heel. According to the best usage around New York the correct name for the wood heel which is having such a vogue is Cuban-Louis. That is, a Cuban back and a Louis breast, which is just exactly what it is in



(1) THE TRUE LOUIS HEEL, (2) FRENCH LOUIS HEEL, (3) CUBAN CURVE HEEL, (4) KIDNEY HEEL, (5) CUBAN LOUIS HEEL.

shape. The Cuban-Louis is accepted as the cross between the Louis and the box-Cuban. This same heel, however, has been described by retailers in ordering from manufacturers as a Spanish, Spanish-Louis and as a Cuban-half-Louis. Mr. Garside describes this heel as the box-Louis, but many feel that Cuban-Louis is the best term.

Alfred Kohn claims that he was the first man to produce the Cuban-Louis in its present form. He developed the idea and had Mr. Garside make the first shoes carrying these heels. He said a short time ago that if he had surrounded the Cuban-Louis with a short-term patent he would have coined quite a bit of money.

In the opinion of many shoe merchants the Spanish term is really obsolete. Occasionally a box-Cuban heel with a very slender neck and scant top piece has been described as a Spanish heel. This heel stands two inches or over.

Conditions and Happenings in the Trade Over a Quarter Century Ago

(Continued from page 27)

Healey, St. Catharines; Ald. Wm. Adams, Kingston; Councillor R. E. LeSueur, Sarnia; Councillor I. B. Webster, Dresden; Councillor Alex. Forbes, Fergus.

Announcement was made of the death of Geo. T. Slater, of Montreal, after twenty-five years' connection with the shoe trade of Canada, the business to be continued by his sons George A. and Chas. E. as Geo. T. Slater & Sons.

Amongst the business changes announced are: D. H. Gould & Son, Hamilton, selling out; Wm. Turner, jr., Hamilton, sold out to Tinling & Co.; W. H. Simpson, Clinton, sold out; Johnston & Co., Victoria, B.C., selling out; J. S. Roos, Waterloo, Ont., burned out; Wm. Poyser, Bradford, burned out; Orr, Harvey & Co., Hamilton, removed to Toronto; Jas. Moore, Acton, assigned, estate bought by Ph. Jacobi.

The Market Conditions

Buff hides at Chicago were quoted at 7½ cents and at Toronto 6¾ to 7 cents. Steers were quoted at 8 to 8¼

cents and calfskins at 9½ to 10 cents for No. 1. Slaughter sole listed at 24 cents and Spanish at 23 cents; harness at 25 cents; buff, 12 cents; splits, 16 to 17 cents; grain, 33 cents; French calf (then popular, now little heard of), \$1.05. The following paragraph reveals weather conditions similar to those of last fall as militating against trade development: "The very dry season preceding the winter has proved disastrous to retailers in most cases, who are compelled to carry over large stocks."

The raw rubber market is quoted as advancing with fine Para at 74 cents and coarse at 53 cents.

A new lasting machine patented by W. D. Hill, Lynn, Mass., is described as equal to the lasting of six hundred pairs of women's shoes a day, with the assistance of two men and a boy.

Amongst the earliest subscribers are found the names of Wm. Dangerfield, Montreal; Wm. Maw & Son, Ormiston, Que.; W. Farmer, Arnprior; Haines & Locket, Kingston; J. & T. Grant, Woodstock; C. A. McKim, Smith's Falls; J. D. Climie, Hamilton; J. Shea, Hamilton; Chas. Doney, Ottawa; L. Breithaupt & Co., Berlin; J. T. Brown, Guelph; Jas. Porteous, Galt; H. & C. Blachford, Toronto; C. Tilley, Toronto; Geo. Perry, Montreal; Ashplant & Taunton, London; G. Boivin, W. L. Tuttle, and others.

We will quote monthly from the files of 1888, giving a few comparisons of conditions and events.

The only thing unchanged in all these years of evolution in which the Journal has endeavored to keep pace with the development of the shoe and leather trades has been the price of the publication, which, although published twice a month, four times as large in size, and a hundredfold more vigorous and effective in style and quality still remains at the original subscription price of a dollar a year.

Wishing the trade from east to west not only a prosperous New Year but another quarter century of more vigorous growth than even the past.

Holiday Window Trims That Made People Buy

The Competition Aroused Great Interest and Revealed Some Exceptionally Clever and Original Work on the Part of Display Managers—The Strong Points Brought Out—Pictures that Appealed to the Passing Throgs

The result of the holiday window competition in the SHOE AND LEATHER JOURNAL attracted a large number of entries from various parts of Canada. Within the last three years during which the contest has been conducted and which has become an annual feature, the number of shoe retailers in the nine provinces sending in pictures of their special trims has been constantly growing, particularly in the smaller towns and villages, where greater attention is being devoted to making profitable and timely use of the facilities and opportunities afforded by these medium of publicity.

Much has been said upon the worth and work of window trimming and it is not necessary to elaborate this subject at the present time. In the windows in the city class the competition was so keen that the judges (all of whom are practical window trimmers, with years of experience) had considerable difficulty in making the awards, and in some cases a photograph did not do a display justice or give

any conception of its artistic merit and trade-pulling possibilities.

The SHOE AND LEATHER JOURNAL regrets that it is impossible to give every one a prize, but so close was the struggle and so worthy were some of the efforts of many decorators that a third prize has been added.

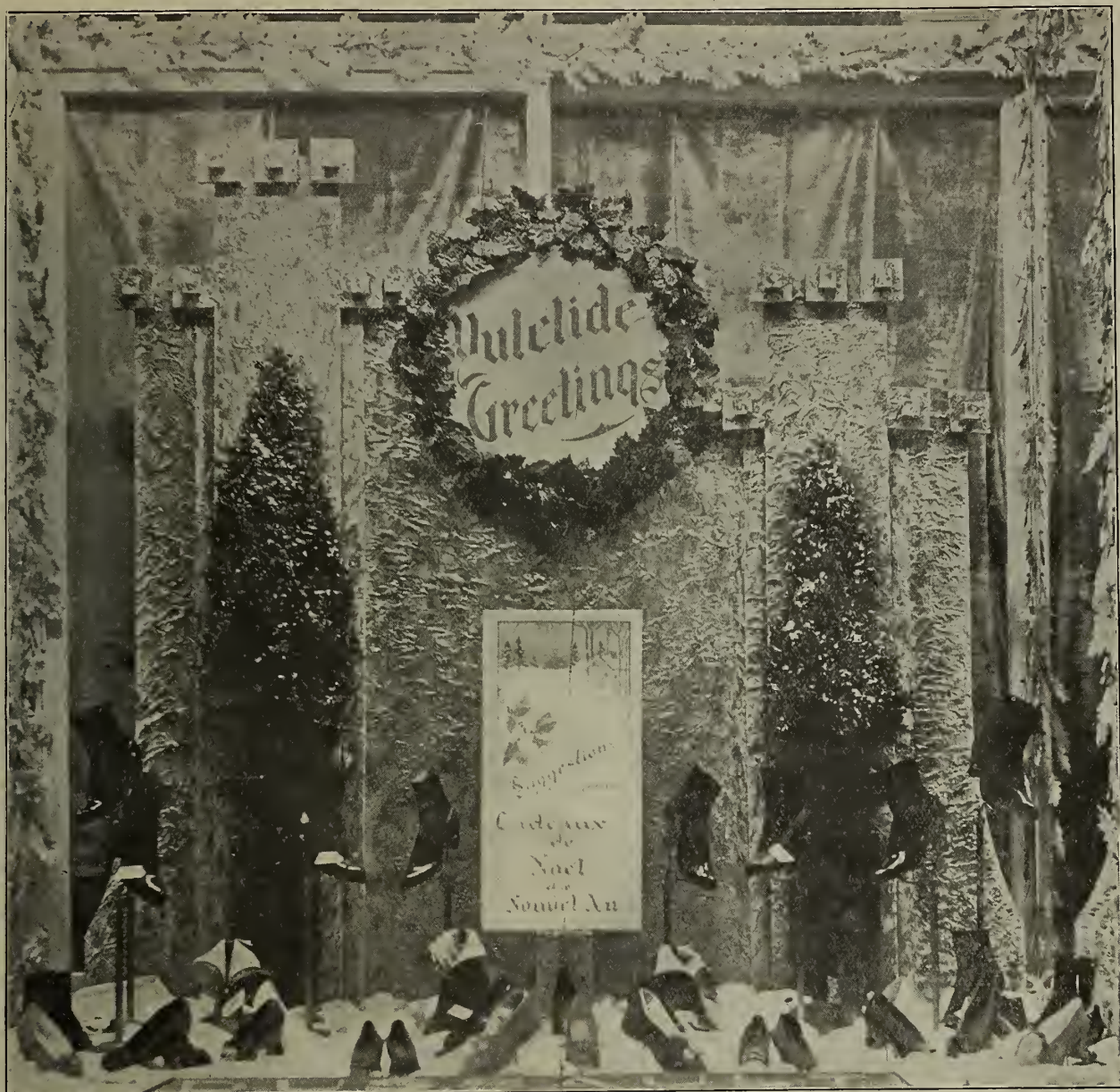
After due consideration of the various displays to attract trade and direct attention to holiday footwear lines, the awards have been made as follows in the City Class:

1. W. E. Sinclair, New Westminster, B.C.
2. T. Dussault, 281 St. Catherine St. E., Montreal.
3. Royal Shoe Store, Saskatoon, Sask.

In the City Class there were in all 29 entries as against 22 last year, and in the Town or Village Section, 15 as against 8 of last year. Generally speaking, the effect produced, the simplicity of outline, the splendid arrangement and high character of the trims were much better than ever,



THE HOLIDAY WINDOW DISPLAY OF W. E. SINCLAIR, NEW WESTMINSTER, B.C., AWARDED FIRST PRIZE



HOLIDAY WINDOW OF DUSSAULT SHOE STORE, MONTREAL, AWARDED SECOND PRIZE

showing the progress that is being made in the line of window decoration and the wide interest which is being aroused in this important branch of the trade.

In the Town Class for first prize, the awards of the judges were as follows:

First, Weiss Bros., Napanee, Ont.

Second, F. R. Foley, Bowmanville, Ont.

The prize winning town windows will be published in the February 1st edition of the SHOE AND LEATHER JOURNAL together with descriptions thereof. Some of the more attractive showings of those who did not capture awards will also be presented in early editions of this paper.

A Home Library Scene

The window of W. E. Sinclair, 711 Columbia St., New Westminster, which has been awarded first prize, was an exceptionally attractive and well arranged one. The window was dressed by Jack F. McAllister, a New Westminster boy who started in the shoe game some five years ago with Mr. Sinclair. The window was arranged to represent a home library and in the rear was built a fire place. The brick effect was made of red wall paper and white show card ink. The fire was imitated by two electric lights and

some coals. In the right hand corner of the window stood a library desk and chair and in the left hand corner an easy chair. The floor space was principally taken up by a large bear skin, the animal being shot by Mr. McAllister while on a hunting expedition last summer. On the bear hide was built a life sized Santa Claus and in front of him was a large pack filled chiefly with toys and slippers. Santa was in the act of filling the stockings, two of which, it will be noticed were already filled and suspended from the fire-place. The display consisted principally of women's and men's pumps and dress shoes. From the upper portion of the window several colored bells hung as well as festoons of evergreens, and on a white background were several initial pennants which spelled "Happy New Year." There were two very neat show cards, one in the front left hand corner and the other in the right hand corner. At various other points throughout the window colored tissue paper and holly were used with inviting effect. Mr. Sinclair reports that the Yule-ride trim was one of the most striking and compelling trade producing displays for holiday purchases that he has ever made.

The Christmas window of Thomas Dussault, 281 St. Catherine st. east, Montreal, was a splendid sample of high class work the background being particularly striking.

This was made from one half inch lumber and was covered with pale green alabastine in a rough effect, and sprinkled with green flitters, giving it a dark appearance principally at the bottom. The cone trees were made of ruscus (which is a genus of European evergreen) and appeared as if they were in a small tub, but the cone trees and tubs were flat on one side. Their appearance, however, indicated a full effect. The wreath at the top in which appear the words

frame for the show cards, while the "Merry Christmas" card balanced up the centre of the window. Artificial white and yellow chrysanthemums, along with fern leaves, made a pleasing and attractive finish for the background. Two white doves suspended from the ceiling imparted a very nice effect, although these doves do not show up in the picture. The main colors, red, green and snow white, blended very well and gave a snappy appearance to the



HOLIDAY WINDOW OF ROYAL SHOE STORE, SASKATOON, SASK., AWARDED THIRD PRIZE

"Christmas Greetings" was home made from green holly. The lettering of the card in the centre was in gold. The frames inside the window were covered with white holly vines. The large bevelled card beneath the holly wreath, was white, with a pretty winter scene in water colors. The floor of the window was covered with puffed material, and, as will be noticed, only a few shoes were displayed. The tout ensemble was very beautiful and the colors harmonized splendidly. The trim was made by O. E. Perreault and the general arrangement was simple, distinctive and impressive.

Flowers, Leaves, Holly and Doll

The window of the Royal Shoe Store, Saskatoon, Sask., of which C. D. Mitchner is the proprietor, was trimmed by D. J. M. McGeary. The display was very simple and was effective in bringing out a splendid Christmas trade. The water color drawings do not show up as well as they should, but they made a most pleasing winter background. The fringe around the edge was made from cotton wool. The painting at the top was drawn specially for the occasion and was much admired. One scene represented a frozen-up mill, with the man going to the house. The other illustrated Santa Claus and his reindeer starting off in the morning. The pedestals, floor and ledges were covered with cotton wool, all liberally sprinkled with diamond dust. The large and daintily dressed doll, holding the ribbons, drew a good deal of attention to the display and also attracted the eye of the holiday shoppers. The selection of Yule-tide footwear was carefully made and placed to balance—the exhibit of each shoe being distinct and yet there was no sense of crowding. Real holly was used to good advantage, while artificial red and white Christmas flowers were arranged on the lattice work around the window at the top and bottom. The two wreaths made a splendid

whole scene, which stood out clearly, and could easily be distinguished at a distance of many yards. There were numerous other features about the window which could be mentioned.

Keeping in Touch With Customers

In addition to a regular calendar, given out at Christmas time, Charles E. Clements, shoe dealer, of Chatham, Ontario, sends calendar post cards to a large mailing list of customers every month. For this purpose a Buster Brown post card, modeled on the familiar cartoons, is used. The January post card, recently sent out, in addition to the accompanying picture and calendar for the month, contains the following suggestive resolution:

"Resolved, that we put the axe in prices when we first make prices on our shoes. Buy your shoes from us all year, and have shoe comfort all year. We give a warm welcome and good values at our store.

"Charles E. Clements,
Chatham, Ont."

"Trunks, Shoes, Valises.

Mr. Clement has been making use of this calendar post card idea for some time. Experience indicates that these cards stand a better chance of being preserved than ordinary circulars, and serve as reminders to customers when contemplating shoe purchases. Mr. Clements reports December business for 1913 away ahead of the same month in 1912.

The Murray Shoe Co., Limited, of London, recently increased their capital stock from \$50,000 to \$100,000.

Another View of the January Clearance Sale

Why Should Cut Price Be Applied to Every Shoe in Sight—The Real Object of the Sale is to get Rid of Remnants and Stickers and not to Undermine Good Selling Lines—Do not Forget the Importance of Good Fitting

By WILLIAM EDWARD PARK

The clearance shoe sale carries with it certain dangers against which the shrewd shoe dealer will guard himself.

Prominent among these is the tendency to cut every price in sight. This is hardly necessary. A clearance sale primarily should aim to clear out remnants of the season's stock, goods which have not been sold at regular prices while in season and which before another season comes around will be out of style.

Where care is used while the season is actually in progress the quantity of left overs will be reduced to the irreducible minimum. The seasonable shoe stock should be carefully watched and persistently pushed, lagging lines should be spurred up, and every effort made by the selling staff to close out the goods at regular prices when their seasonable nature renders regular prices at all possible.

No General Cut is Necessary

The odds and ends still left over, despite diligent salesmanship, it is advisable to clear out. But, to do this, it is not necessary, nor do many of the shrewdest men in the shoe business deem it advisable, to make a general cut on the entire stock. For experience shows that as a rule, if the entire stock is reduced a given percentage, the reduction will stimulate the demand for goods which would sell readily at regular prices and will, at the same time, leave the undesirable stock upon the shelves. Staple lines, lines that are in demand practically every day, will always command the full price, and price-cutting on these is needless.

The clearance sale should devote its chief attention to the moving out of winter lines, for which there will be no further demand till another winter; or for moving out summer lines which must otherwise stay on the shelves till summer comes again. Then, too, there are bound to be odd lots which next season will be out of style, and which it will repay the merchant to put out at a little sacrifice. To offer these goods at bargain figures and at the same time to sell the seasonable and always-in-stock at regular prices is the wiser and more profitable policy.

Handle Business Tactfully

The featuring of low prices on certain odd lots is bound to attract business; but it is business which needs to be handled tactfully. The shoe dealer must never forget that the fit remains long after the price is forgotten. A woman may save fifty cents on a pair of shoes, but if they render her uncomfortable for four, five, or six months, she is apt to regard her bargain in a far different light from that in which she welcomed the saving at the very outset.

A good fit is always a business builder, and too often the shoes which were offered at special prices are in such sizes that the ordinary mortal will find them anything but a good fit. Of the left-overs, it is quite often the case that not more than 15 or 20 per cent. of them will fit the common run of buyers. To let the bargain hunter purchase a shoe that is bound to cause dissatisfaction and discomfort is not in the long run the wisest policy.

Brings Customer to Store

The bargain shoe is an opening for the good salesman. It serves to interest the customer and bring him to the store. But when it is discovered that the bargain table offers nothing in a satisfactory size, it is in order for the clerk to tactfully suggest the purchase of regular stock. The

purchaser may insist on choosing something from the bargain table; but the salesman will have at least put himself on record, as is the duty of a man whose first responsibility is satisfactory service to his customer. In a great proportion of cases, however, the suggestion will be welcomed and the customer will purchase from the regular stock at regular prices. One ill-fitting, uncomfortable shoe is lesson enough for an entire lifetime.

Building Up a Trade on Good Values

H. Phillips, 14 Don Mills Road, Toronto, who has been in that district for the past six years, has worked up an exceptionally good trade in that growing area. For twenty years he was in the employ of H. C. Wilson, King street east, Toronto, and in 1908 decided that the North-eastern section of Toronto was not well enough served by shoe shops as people at that time had to come down to Gerard street to have repairs made. Mr. Phillips foresaw the possibility of the locality and laid in a small stock of shoes at the same time. Three years later he purchased the building. He has a neat and well laid out shop which he recently increased to practically double its size, removing the repair



H. PHILLIPS' STORE, TORONTO

department to a separate building at the rear. He carries a good class of footwear and always gives good value for the money. Mr. Phillips does practically a cash trade and does not grant requests for approbation. He devotes special attention to the repair end of the business, and has a complete repair outfit with the exception of a stitcher. He gets worthwhile prices for all work and says it pays to use good sole stock. He does not think there is any money in cheap jobs or trashy material. He also does a large business in sharpening and concaving skates, and when hockey or skating boots are purchased at his store he attaches the skates free, but if shoes are not bought there he charges ten cents for the work.

W. J. Brooke, the "gentleman burglar," broke into several residences in Toronto recently and stole valuable articles. He was sentenced to two years in the Central Prison. Among those whose homes were entered was that of H. V. Tilley, 115 Kendal avenue, who is a member of the firm of Chas. Tilley & Son.

Many Shoe and Leather Men Honored by the Electors

Nearly all of Them Made Good Showing at the Polls—Some of Those who Will Serve their Respective Communities as Mayor, Reeve, or Alderman—The Voice of the People

Municipal elections have been held throughout the province of Ontario and in the list of candidates who were successful at the polls appears the names of several public-spirited men who are connected with the shoe and leather industry.

It is a pleasure to record that many men engaged in the trade have voluntarily came forward and offered their services in the interest of good civic government and clean progressive administration. It is the duty of every man to devote a portion of his spare time to the



H. ASHPANT
Elected to Board of Control, London



PHILIP POCOCK
Re-elected Water Commissioner, London



H. A. HAGEN
Re-elected as Alderman, Berlin

upbuild and welfare of the community in which he resides or does business, and it is a source of gratification to state that shoemen and leather dealers are found in the front line supporting their respective communities. Of course, all those who sought public honor were not successful, but a large number of aspirants came out on top and will be heard of during the coming year. A number of others, who have served faithfully and efficiently for some time, have retired. Among the latter might be mentioned F. Stewart Scott of Getty & Scott, Limited, Galt, who stepped aside after two years of splendid administration in the civic chair. Ald. A. W. Ault, of Ottawa, also withdrew this year after being a member of the council for several terms, serving as one of the men from the Capital ward. A. Knechtel, shoe retailer of Stratford, member of the aldermanic board in the Classic City for six years, has retired after this period of valuable service. Hubert Ashplant, for several years member of the city council of London, has taken a step higher and was returned as a member of the new board of control. His many friends will extend congratulations.

R. M. Beal, president and treasurer of the R. M. Beal Leather Co., of Lindsay, is once more at the head of that municipality for the coming year. This will make Mr. Beal's fourth year as chief magistrate of Lindsay.

In Berlin the largest number of shoe and leather men are found in the civic service. A. L. Breithaupt, president of the Berlin Trunk & Bag Co., was again returned. This time he stood third on the list in the aldermanic ticket, George Rumpel of the Berlin Felt Boot Co. being second, having eighteen more votes than Mr. Breithaupt. H. A. Hagen of the retail shoe firm of Sippel & Hagen, made a splendid run. He has served several years round the council board. J. Hessenauer, shoe retailer, was returned, and this will make his second term of office. D. B. Detweiler of G. V. Oberholtzer Co. Limited, one of the pioneers in the hydro-electric system, has been made a member of the Light Commission in Berlin.

Philip Pocock, president of the London Shoe Co., is again a member of the Water Commission, of which he has been chairman for several years.

S. Morley Wickett, of the firm of Wickett & Craig,

Toronto, was successful in Ward 2, and once more will be found doing battle for the ratepayers.

In Woodstock, Ont., W. D. Hobson, shoe dealer, was elected mayor of the city by a nice majority, and will, no doubt fill the position with credit to himself and the municipality.

J. C. Miller, of C. J. Miller & Son, tanners, Orillia, was returned as one of the town fathers in that progressive centre.

F. L. Wagner, of the Aylmer Shoe Co., came out successful as mayor of that live burg, and is receiving the congratulations of his friends.

W. J. Gibson, harness manufacturer of Gananaoque, will be chief magistrate of that pretty town during 1914.

Another shoeman who has climbed to the top in civic service is F. T. Jackson, of Clinton, who was successful at the polls in the Mayoralty campaign.

K. Montgomery, of Southampton, W. G. Hogarth, of Tilsonburg, both of whom handle footgear, were victorious on election day and henceforth each will hear the prefix of Mayor in his respective community. J. M. Wilson, of Wyoming, is another leather man who was made Reeve of that village.

C. J. Halliday, of Chesley, who conducts a well equipped general store, was a conqueror at the polls, and is now known as Mayor Halliday.

W. J. Armstrong, of Campbellford, who will be chief executive in that town for 1914, is widely known to the shoe trade.

David McBurnie, leather dealer, Hagersville, and J. F. Little, dealer in harness and leather, Milton, were elected Reeves.

Geo. W. Cowan, shoe retailer, of Chatham, Ont., who was mayor of that city some years ago, has re-entered municipal life and was elected an alderman.

E. J. Kelly, of Brockville, who is in the shoe business in that town is now Alderman Kelly.

W. J. Sisman, of the T. Sisman Shoe Co., Aurora, Ont., was again victorious at the polls as an alderman. He is one of the youngest men ever elected to office in that town.

L. J. Breithaupt, president of the Breithaupt Leather



F. S. SCOTT
The Retiring Mayor
of Galt



A. WESELOH
Retiring Alderman,
Berlin



A. W. AULT
Retiring Alderman
Ottawa

Co., has again been chosen as president of the Board of Trade in Berlin.

C. J. Fitzgerald of the Cook-Fitzgerald Co., London, was recently appointed by the Separate School Board of that city as one of the extra representatives on the Board of Education. Under the new regulations the membership of the Board of Education has been increased to fourteen, which gives the Separate School authorities two representatives instead of one on the former body.

The New Home of Miner Rubber Co.

The Canadian footwear trade is able to boast of a large number of handsome warehouses, many of which have been erected in the past two years.

The most recent firm who decided that new quarters were essential to the well being of one of their largest if not most important branches, is the Miner Rubber Co., Limited, of Granby, Quebec, who have removed to a large, modern and up-to-date building in Toronto for the distribution of their stock in that territory. The company's business in the Toronto district has been growing steadily, outgrowing office and storage conditions. With this in view, and with an eye to the future, the present establishment was put up, nothing being neglected to make it a model of its kind.

The new warehouse, which is located at 146 Wellington St. W., Toronto, in the heart of the wholesale district, is brick with stone facing, and care has been taken to make it fireproof. The Miner Rubber Co. occupy 15,000 square feet and carry a \$150,000 stock of rubber footwear. The office, sample rooms and shipping department take up the first floor, while the second storey is taken up by loose stock and packing room. The third is given over to heavy goods entirely, and the fourth is used for light goods.

The office is finished with metal ceiling and stucco walls. The wood work is of Georgia pine. The warehouse is finished in white, presenting a clean, bright appearance. Steam is used for heating the building, and a fine telephone service has been installed. This is only one convenience of the many excellent facilities for giving quick service



either out of town or in the city. The warehouse appointments, from a service standpoint, are also of a high standard, elevators, racks and various other furnishings being of latest make.

G. C. Yearsley, the manager, is much pleased with the outlook since removing from the old location at 90 Spadina Avenue, and feels that customers of the firm will also appreciate the change, as the new quarters are convenient to all the large hotels, and not more than one or two minutes from Union Station, as well as freight and express depots.

Building Up a Big Shoe Business on Sound Principles

(Continued from page 29)

man. The premises were remodeled four years ago, and made up-to-date, both in the interior and store front windows and entrance. The show windows are 22 feet on James St. side, and have a frontage of 21 feet on Main street. The windows are beautifully lighted by forty Tungsten lamps of 60 watts each, and are usually well filled with all the varieties of footwear to interest the masses, to whom this store caters. It is noted for its railroad men's trade, being situated between the City Hall and the C.P.R. Depot, on the busiest side of Main street, this street being well known as an over crowded thoroughfare on Saturday evenings. The shop enjoys a large trade in medium priced shoes, men's shoes being stocked and sold from \$2.50 up to \$6.00, though the great majority of the business is done in men's \$4.00 and \$5.00 shoes, women's \$3.00 to \$5.00, and children's all prices, according to quality. James Waddington is the present sales manager of this store. He is a very shrewd young business man, and is favorably known to the general public. C. P. Nicholls has charge of the ladies' department, Frederick Baird the men's department, and J. Johnson the children's department, while D. P. Aird supervises the reserve stock department.

The Portage Avenue Premises

The Portage avenue store is located on the corner of Hargrave Street, just across the side street from the Eaton departmental store, and occupies the corner of the Enderton Building, known as being one of the most up-to-date structures in Winnipeg. The store has a frontage on Portage avenue of 18 feet, while show windows on Hargrave street run down 38 feet. There is another main entrance 125 feet from the corner, on Hargrave street, similar to the front in appearance, which communicates with and serves the ladies' department. This latter is practically opposite one of the main entrances of the large departmental store already mentioned.

The windows are splendidly illuminated by forty 60 watt Tungsten lamps and six 100 watt Tungsten lamps. The fixtures displaying the footwear in these windows were all made specially to order, and are in keeping with the high class trade which this establishment enjoys. In the Portage avenue store alone is carried a stock of approximately \$60,000, and it enjoys a large mail order business from customers and stores throughout the West owing to the fact that all widths of women's footwear up to AA are carried.

A large electric sign 40 feet long and three feet in height, hangs on the corner of Hargrave street, and its brilliant rays attract the attention of the immense crowds at night.

R. F. Eadie is the business manager of this store, and while he has only been engaged in the shoe business a comparatively short time, by his foresight and shrewdness he has done much to further the interests of the store. M. A. Cafferky is the sales manager, having been with the shop since its inception. He is an excellent buyer of footwear, having an extensive knowledge of popular styles and future wants of the high class trade, and it is largely through his

efforts that this house has come to the recognition of being the place where one gets absolutely up-to-date shoes. J. Webster has charge of the men's department, A. R. Davidson of the women's pumps and slippers, J. H. McGee of the ladies' high shoes, Geo. Yeager of the children's department, and Roy Linklater of the reserve stock department.

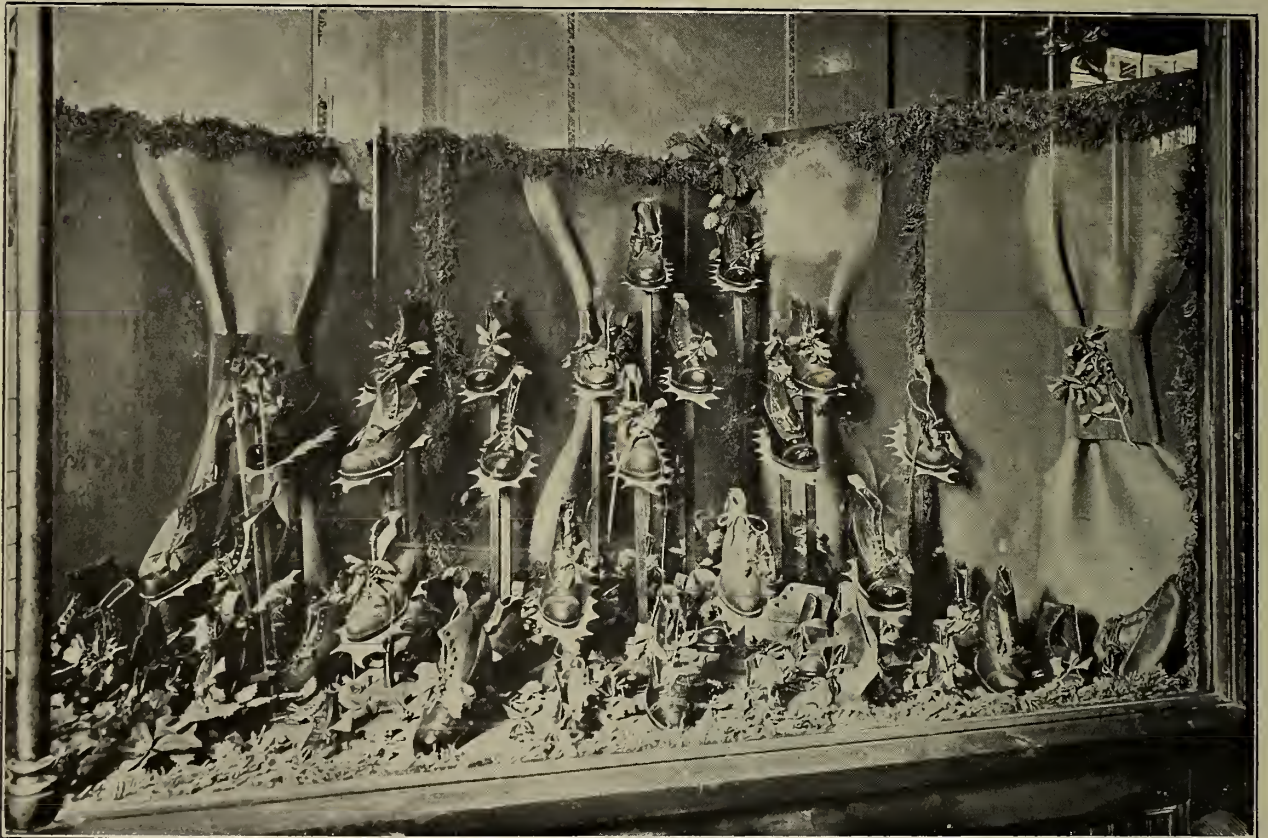
The Latest Addition to Chain

The newly acquired Nickle store is situated at 273 Portage avenue, on the north side of the avenue, half way between the T. Eaton Co.'s departmental store and the intersection of Portage Ave. and Main street, being almost directly opposite the Winnipeg post office. The front has been recently put in, and as the quarters are in close proximity to many large buildings and retail shops having a great deal of traffic past its doors at all hours of the day, the opportunity is presented of being a valuable addition to the Rannard Shoe Co. Further alterations will be made shortly, which will greatly add to the attractiveness of the place. J. C. Thompson is the sales manager, having been with Harry Stark and Geo. Nickle in this same store for several years. C. R. Graham has charge of the ladies' department, William Bowen of the men's department and W. W. Wight of the children's department. They are all good

salesmen. The Rannard chain of shops is among the most enterprising, best equipped and progressively managed of any in the country, and yet the man who is at the head of them and whose name they bear is only forty-one years old.

R. A. Weiss, who was a traveler for 41 years, died in Trenton recently. He was 73 years of age and retired from the road in 1912. For nearly 18 years he was in the retail shoe business and conducted a progressive store in Trenton, going out of that line in 1904. He leaves a wife and grown-up family. Two of the sons, E. B. and H. A., are in the shoe business in Napanee, Ont.

The merchants of Queen street west, Toronto, in all lines have signed an agreement to close their stores each night, except Saturday, at nine o'clock and a blue card has been placed in the window notifying the public to that effect and asking purchasers to patronize those stores who favor the movement. Several shoe merchants have signed and the understanding is being lived up to. At nine o'clock each business man locks his door and draws down the blinds, admitting no one after that hour.



A PLEASING TRIM DURING HOLIDAY SEASON

One of the most artistic Yule-tide windows was that installed by A. Neale, 614 Bloor west, Toronto. The sides and back of the window were beautifully paneled in red and green crepe paper with evergreen border down the sides and corners. At prominent points were displayed poinsettias. The shoes were on mission stands and on top of each stand was a holly leaf cut out of green cardboard. Each boot was decorated with a spray of holly, the price being marked in white ink on one of the green leaves. On several were fine bits of isinglass which imparted to the holly a wintry aspect. It was certainly an original and effective exhibit. The windows of the store are seven and a half feet deep,

being three feet wide at the front and five and a half at the rear, while the entrance is of a receding character. The shoes were shown diagonally so as to induce the passer-by to step inside the entrance way to witness the fine display. Mr. Neale has a nicely laid out shop which is fifty feet deep by fourteen wide. The shelving is of walnut finish and is nine feet seven inches high. The walls are covered with oatmeal green paper panelled in gold. There are some twenty chairs for customers and long green strips of carpet cover the hardwood floors. The store is one of the neatest in the residential districts of Toronto. Mr. Neale is to be congratulated on his splendid windows and progressive ideas.

Shoe and Leather Men Gather at the Festive Board

Unique Bill of Fare for the Guests—At a Private Function the Host, Mr. Lane of Montreal, Scored a Distinct Success—Good Stories Told When Congenial Souls Meet

It was a merry party that gathered together at the Commercial Travelers' Club on the evening of Saturday, January 10th, as the guests of W. A. Lane, of Montreal. About seventy-five guests were invited, a goodly number of whom responded, while those who were unable to be present owing to conflicting engagements missed a very pleasant evening with a crowd of jolly good fellows.

The first part of the evening was spent in the spacious lounging room of the club and judging from the hilarious

duce Robert Fraser's braw Scottish accent. Everybody went away feeling that a most entertaining evening has been spent, not, however, before the genial host had been presented with the good wishes of the gathering. Among those present were: Wilfred Lessard, of Tetrault Shoe Manufacturing Co.; H. C. Parker, of Parker Bros.; Paul Roy, Narcisse Gagnon, F. X. Leblanc, of Aird & Son; K. Glass, of J. Scott's Quebec office; Robert Fraser, of Beardmore & Co.; Ralph Locke, of Dufresne & Locke; E. F. Leonard, of Slater Shoe Co.; J. B.



REPRESENTATIVES OF THE TRADE ASSEMBLED AT BIDDING OF MONTREAL HOST

laughter which greeted the ear occasionally from the various groups of boys assembled in different parts of the room there were some mighty good story tellers among the bunch.

Shortly after nine o'clock the guests sat down to an elaborate meal served in the most approved style. Although one would think from the technically worded menu that the dinner had a sort of a leathery complexion, it was decidedly toothsome from first to last. If the Chrome Tannage which Mr. Lane handles is as tough as that terrapin was tender it is certainly "some" leather.

From the little hint given in the program it looks very much as if it would be vain to expect leather prices to remain at their present level very long.

After the dinner the usual amount of speech-making, story-telling and post-prandial hilarity was the order of the day, and the gathering broke up in the "wee sma' hours o' the mornin'"—this later phrase being a feeble attempt to repro-

Hurteau, of Star Shoe Co.; Messrs. Lavoie, of Parisian Shoe Co.; J. Gagnon, E. Guay, Granton, Dumphy, Brunette, Cusson, J. H. Goyer, Geo. Bray, Murray and Stuart.

Some Comments

Bob Fraser is some entertainer. He is a host in himself, and being a splendid mimic is mighty hard to beat in a gathering of this kind. He kept the boys roaring.

No one would suspect from the more or less serious demeanor of Narcisse Gagnon in everyday business life that he could tell such mirth-provoking yarns with such excellent effect. His free translations from French to English were side-splitting.

Wilfred Lessard can tell more than one laughable yarn with good effect, but it is hard to get him started. When he starts he is a winner.

Paul Roy's mirth is certainly of the contagious variety.

The "Wet Goods" were certainly all to the good. That oyster cocktail was a good curtain raiser. No one could go to sleep on the job after that introduction.

W. A. Lane, who is the popular representative of Jas. Scott, of Quebec, for Montreal and Western points, certainly deserves great credit for the way in which he initiated and carried through to completion this genuinely pleasant "get together" meeting. It is one of the first of its kind in Montreal, in that it was given by a private individual to his friends in the trade, rather than by a larger association, and it is to be hoped that now the ice is broken there will be more of these gatherings from year to year.

Menu

| | | |
|------------------------|---|-------------|
| | English Belly "Tan Liquor" | |
| | Oyster Cocktail | |
| Olives | Order by Doz. not by Feet | Celery |
| | SOUP | |
| | Rough Back but "last" well | |
| | FISH | |
| | Waterproof | |
| | TERRAPIN (MARYLAND STYLE) | |
| | Not as tough as our Chrome Tannage | |
| Asparagus on Toast | | French Peas |
| | BASS'S ALE | |
| While you are drinking | English brew, Ask for our bloody Prices | |
| | RUM OMELET | |
| | Works up well and gives Satisfaction | |
| | CHAMPAGNE | |
| | As the Corks begin to Pop | |
| | Prices will advance not drop | |
| COFFEE | CIGARS | CHEESE |
| | Now's the time to hear opinions | |
| | By my friends around the board | |
| | Of the coming New Year '14 | |
| | May the Banks loose up their hoard | |

Chesley Boy Mayor of Home Town

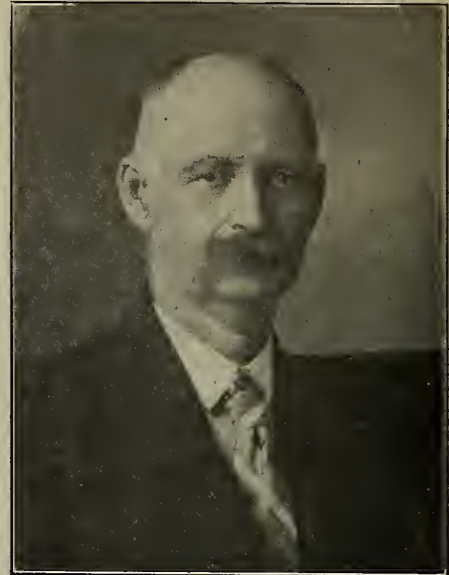
C. J. Halliday, who was recently elected Mayor of Chesley is the first Chesley boy to hold that office. He has been in the general business in that town since 1900. His first job was with M. A. Halliday, and later he was with McTavish & Stinson, who succeeded Mr. Halliday and then with Halliday, & Stinson, their successors. Desiring to see something of the West, he spent two years in Vancouver. He then returned to Chesley and took up his present



business. He is only thirty-seven years of age and has built up a fine trade. Previous to his selection as mayor he served for seven or eight years in Council. He is widely esteemed and looked upon as one of the solid, progressive citizens of that town.

Leather Man in Civic Harness

Jas. M. Wilson, who was recently elected Reeve of Wyoming, Ont., has long been a leather dealer in that thriving centre and handles trunks, suit cases, etc. He arrived in that town on November 3, 1883, so that he has had over



thirty years' experience. He served on the School Board for eighteen years and was a member of the Village Council in 1910. The next two years he was Reeve, but was defeated in 1913. This year he came up smiling and succeeded in winning his former office by a majority of five in a very closely contested election. Mr. Wilson has many friends in Wyoming and district and has built up a large trade in traveling goods, harness, and other lines.

Chance for Canadian Leather Firms

J. T. Lithgow, Canadian Trade Commissioner in Holland, sends the following report to the Department of Trade and Commerce, Ottawa, on the leather trade:—

The importation of leather into Holland for the year ending 1912, entered for home consumption, was valued at \$940,000. Practically none of this came from Canada. The principal countries from whence imported were Belgium, Great Britain, Germany and the United States. The imports of leather, in common with the rest of the Netherlands trade, are increasing each year. All manufactured leather is admitted free of duty, and there is a considerable export trade done by the large importing houses in Amsterdam. This finds its way to Switzerland, Italy and other European countries, and is in addition to the quantity entered for home consumption. The principal imports are hemlock sole leather, box calf, glazed kid, and patent leather. Sole leather imported from the United States at the present time is from 32 to 36 cents per Dutch pound, equal to 1.10 Canadian pound. Box calf is also largely used as upper leather, imported principally from Germany, Belgium, France, and a small quantity from the United States. The dimensions are from 9 to 14 square feet, prices from 12c.-16c. per square foot. There is a very large market here for glazed kid, price varying from 6-60 cents. The 7-foot skins at prices from 8-10 cents per square foot are mostly in demand. A good quality can be purchased at 10 cents. The terms of sale are, with the United States, cash against documents, and 5 per cent. discount. With European countries, mostly on 30 days with from 2 to 3 per cent. discount.

SHOE NEWS IN PARAGRAPH

Gordon Kiven has opened a shoemaking shop in Kincardine, Ont.

John Shifton, shoe dealer, of Winnipeg, recently assigned to C. H. Newton.

The assets of Joseph Savard, shoe dealer, Kenogami, Que., have been sold.

Irwin & Bacon, shoe dealers, of Kamloops, B.C., have dissolved partnership.

J. H. Maitland, shoe retailer, Danforth avenue, Toronto, made an assignment last week.

Frank Bauslaugh, of John Agnew, Limited, Brantford, Ont., was in Montreal this week.

Ryan & McKenzie, Limited, leather goods dealers, Vancouver, have made an assignment.

Harry Teplinsky, shoe dealer, of Saskatoon, Sask., was in Toronto last week on business.

Phillips & Wright, shoe merchants, have discontinued their business in New Westminster, B.C.

B. Helfgott, dealer in shoes and men's furnishings, Prince Albert, Sask., was in Toronto recently.

R. R. Macaulay, treasurer of the Miner Rubber Co., Montreal, was in Toronto last week on business.

C. Cullum has purchased the shoe repair business formerly conducted by T. J. Lang, Millbrook, Ont.

Walter Mills has disposed of his shoemaking and repairing business in Melfort, Sask., to Herman Katzeff.

W. B. Maddison has leased a new store on St. George street, Moncton, N.B., and will open out in the shoe business.

Spanner & Goldstick, dealers in boots and shoes and clothing, Edson, Alta., have been succeeded by Hyman Goldstick.

Cavanagh & Scammel, who will conduct an implement business in Melfort, Sask., are arranging to stock boots and shoes.

E. J. Hill, of E. J. Hill & Co., department store, Lethbridge, Alta., was in Toronto last week calling upon the shoe trade.

Chas. H. Newton, manager shoe department of Robinson & Co.'s store, Winnipeg, was in Toronto last week on a buying expedition.

R. E. Jamieson, general sales manager of the Canadian Consolidated Rubber Co., Montreal, was in Toronto last week on business.

Practical Shoe Repair Co., 457 Yonge street, Toronto, has installed a twenty-two foot, Mode! N shoe repair outfit, complete with stitcher.

H. Dallas, of Toronto, who represents several Old Country shoe and slipper firms in Canada, leaves shortly on a business trip to England.

Will Rising, of the firm of Waterbury & Rising, wholesale shoes, St. John, N.B., has gone on an extended trip to England and the Continent.

John Fingland, who recently retired from the shoe business in Brampton and who was seriously ill for some time, is able to be around again.

W. M. Angus, manager of St. John branch Ames-Holden-McCready, Limited, spent a few days recently at the head office of his company in Montreal.

E. B. Weiss, shoe retailer, of Napanee, Ont., was in Toronto last week calling on the trade. He reports that business during the holiday period was brisk.

E. L. Williamson, of the traveling staff of Garside & White, Toronto, who has recovered from his recent attack of pneumonia, has resumed his duties on the road and is

covering Eastern Ontario as far as Kingston. L. Fingland, who took this ground temporarily, is now attending to the Niagara Peninsula for Garside & White.

Karl G. Walters, of the Montreal office of the United Shoe Machinery Co., joined the Toronto staff and has entered upon his new duties as city representative.

Donald Inrig, shoe manufacturer, of Toronto, who died without leaving a will on December 11, left an estate of \$6,352. The estate is filed for administration.

Wm. C. Myers, Western Canada representative of the Rideau Shoe Co., Montreal, who has taken up his residence in that city, spent a few days in Toronto this week.

H. A. Beatty, representing the Slater Shoe Co. in the principal towns and cities of Western Ontario, has returned to Toronto after spending several weeks in Montreal.

D. Lorne McGibbon, of Montreal, president of the the Canadiar Consolidated Rubber Co., and Ames-Holden-McCready, Limited, was in Toronto last week on business.

William Zinc, of the Zinc Shoe Co., and a resident of Brandon since 1882, died recently at Long Beach, California, where he had gone with his family for the benefit of his health.

E. E. McIntyre, of Toronto, traveler for the Brandon Shoe Co., of Brantford, Ont., who has been spending several weeks in New York and other eastern cities, has returned to Toronto.

Victor Parrott, of the Parrott Shoe Co., Regina, Sask., who also conduct successful stores in Saskatoon and Moose Jaw, was in Toronto last week on a business trip and called upon the trade.

The Peerless Rubber Co., Limited, recently organized, will erect a factory in Guelph for the making of all kinds of rubber goods. Their specialty is the reclaiming of rubber. They will employ fifty hands.

Burglars entered the shoe store of D. J. Smith, of Welland, a few days ago and stole over \$100 worth of shoes. They broke a glass in the front door and the theft was not discovered until the next morning.

Clayton Hurlbut, of the Hurlbut Co., Limited, Preston, is on a business trip to Rochester, Boston, Salem and other cities. Mr. Hurlbut, who has been president of the Preston Board of Trade for two years, is retiring from that office owing to pressure of other duties.

H. B. Johnson & Co., calfskin tanners, have sent out a very attractive calendar to the trade. Beardmore & Co., Toronto, Hurlbut Co., Limited, Preston, Louis Gauthier Co., Limited, Quebec, and many others are presenting artistic calendars to their customers and friends.

George Lamb and A. Milligan, who were charged with stealing 120 pairs of shoes and several thousand dollars worth of silverware from the Grand Trunk Railway, were sentenced respectively to twenty months and two years in the penitentiary, when they came before the court in Montreal recently.

John A. Vallary, late of the Thompson Shoe Co., Montreal, has joined the selling staff of B. F. Morley & Sons, wholesale shoes, 60 Colborne street, Toronto, and will look after Western Ontario for this firm. Mr. Vallary is one of the best known shoe travelers on the road and has covered Western Ontario for a number of years.

George and Randal Jupp, sons of J. Jupp, jr., shoe dealer, 810 Queen street east, Toronto, were badly injured on the Riverdale toboggan slides a few days ago. George Jupp had his head injured while Randal had his leg broken. Consideration for the safety of others prompted young Jupp to turn his toboggan to one side and as a result he collided with a tree.

Jackson & Savage, of Montreal, manufacturers of the Boy Scout and Scout Master Shoe, have opened a sample

room in the Miner Rubber Co. building, 146 Wellington street west, Toronto, which is in charge of N. J. Bordeau, Western Ontario representative of the firm, who will also sell Miner rubbers during the coming season. The sample room is attractively fitted with sectional showcases and other conveniences.

R. W. Allen, who for seven years has been employed with the United Shoe Machinery Co., Toronto, being city traveler for the last four, has resigned to accept the position of city and suburban representative for the firm of C. Parsons & Son, Limited, 79 Front street east, Toronto, leather and shoe findings dealers. Mr. Allen, who is well and favorably known to the trade, has entered upon his new duties.

A meeting recently took place at Bucharest of a Congress of Unappreciated Inventors. A certain number of mechanical geniuses, lacking the funds to carry out their ideas, met to discuss the means of remedying this want. The members of the congress included a chemist who knows how to produce diamonds and a shoemaker who can produce boots in which to walk comfortably on the surface of the deepest waters.

A thief, who displayed considerable ingenuity, operated at the shoe store of Alexander McDonald, 398 King street east, Hamilton, with the result that Mr. McDonald found himself shy a half dozen pairs of shoe one morning recently. The shoes belonged to customers who left them to be repaired, and McDonald will have to make good the loss. In the rear of the store a stove pipe projects out into the yard. The thief pulled out the stovepipe and then reached in an arm and pulled the shoes from a shelf.

H. E. Wettlaufer, sales manager of Charles A. Ahrens, Limited, Berlin, and past president of the Ontario Hockey Association, received a genuine surprise the other day. He was a member of the Canadian Bowlers Team which toured Great Britain last summer. A neat little package containing a handsome pair of solid gold cuff links, suitably engraved, was presented to Mr. Wettlaufer by his fellow bowlers, as a token of appreciation for the services he had rendered in assisting in the management of the trip.

Charles Bonnick, manager of the Toronto warehouse of Ames-Holden-McCready, Limited, was recently honored by the lady teachers of the Sunday School of St. Paul's Methodist Church, Toronto, who presented him with three large, beautifully bound volumes of books. Mr. Bonnick, who has served the Sunday School for twelve years, five years of which was spent as associate superintendent, resigned last month after a record of faithful and devoted service, and the presentation was in recognition of his earnest work on behalf of the school.

Salesmen for the Geo. E. Keith Company, Campbello, Mass., manufacturers of Walk-Over Shoes, have returned from their trips with a good bunch of orders, making the sales on the Fortieth Anniversary Line for spring thousands of pairs ahead of a year ago. The trade speaks in the highest terms of the Fortieth Anniversary Line of Walk-Over shoes and showed their appreciation of its completeness by the enlarged amount of orders booked. The outlook for spring business is good, especially in the southern part of the United States and throughout Canada.

George G. Gales & Co., 481 St. Catherine st. west, Montreal, have been doing some effective illustrative advertising for the benefit of those who suffer from foot ailments. The firm announced S. Mappin, the orthopedic foot specialist, of London, England, would be at their west end store for two days for the purpose of consultation. It was emphasized that his services were free and that patrons would not be obliged to purchase their shoes at Gales. The firm also went on to say that they carried a complete stock of comfort giving foot specialties and appliances which would

give relief and cure. "We do more than sell you a pair of shoes. We make your feet comfortable and happy. Come in, it will cost you nothing" was a featured paragraph in the advertisement.

The newest thing in the way of rubber footwear has been invented by a clever Montrealeur and is now being handled by the Canadian Consolidated Rubber Co. It is known as a skating overshoe which may be worn comfortably and applied very easily over any skating boot. The overshoe resembles very much an ordinary one, except that it has four buckles down the side and the rubber sole is split in the centre allowing openings for the skate. The divided bottom is caught together under the top of the skate by two small buckles similar to those used on the upper, which is made of jersey cloth and lined with flannel.

The inauguration of the parcel post system in Canada will shortly be concluded. The principal obstacle has been an agreement with the railways by way of determining the amount of subsidy they are to be paid. Their demands have trebled. The indications, however, now point to a satisfactory adjustment, and once this is done the schedule



C. G. MARLATT, OAKVILLE, ONT., WHO WAS RECENTLY ELECTED VICE CHAIRMAN OF THE TANNERS' SECTION OF THE TORONTO BOARD OF TRADE

of rates will be prepared. Correspondence to the department shows that plans are being made to use the parcel post extensively for handling, in addition to ordinary parcels, all kinds of produce, while in the West there are plans to use it to circulate books from city libraries to rural parts of the provinces.

H. Megginson, shoe dealer, of Sault Ste. Marie, Ont., has insisted that Rev. H. J. Pritchard, pastor of St. Andrew's Church, retract statements made by him on Sunday preceding the local option vote. In his sermon Mr. Pritchard inferred that a man named Kewley had refused a purchase made in his store because Megginson was "wet." Kewley also denies that the incident took place. Unless a retraction is made from the pulpit legal proceedings will be taken.

Jobbing houses are fairly busy sending out spring goods, skating boots, rubbers, felt footwear, moccasins and other lines. Of course, the retail trade is naturally a little quiet after the Christmas rush and most of the dealers are holding January clearing sales. Sorting business is only moderate. The salesmen for the various felt goods companies are now

on the road taking placing orders for next year. There has been an advance of five to seven per cent. in the price of all ranges of felt footwear owing to the high cost of wool, leather, operating expenses and other lines. The travelers who represent jobbing houses are busy taking orders for rubbers, oil tans, lumbermen's socks, felt boots, felt slippers, hockey boots and other lines for next season's trade. The recent cold snap had the effect of booming the sale of felt footgear to an appreciable extent.

The latest reports from Quebec are to the effect that W. A. Marsh, the veteran shoe manufacturer in that city, is not making any improvement. Mr. Marsh was some time ago removed from the hospital to his home, and although he has undergone two operations for an internal affliction, he is not making that progress toward recovery which his many friends in the trade would like to see.

The Urban Shoe Co. is the name of a new concern which will soon embark in the jobbing line in Toronto. The company, of which Mort. Levy will be manager, are having offices and sample rooms fitted up at No. 2 Trinity square, over the "Right Form Shoe" store. The company,



ALFRED O. BEARDMORE, TORONTO, A LEADING MEMBER OF THE TANNERS' SECTION OF THE BOARD OF TRADE

which will shortly be incorporated with a share capital of one hundred thousand dollars, will handle American shoes and also specialties such as slippers, pumps, evening footwear and other lines. The sample and salesrooms will have hardwood floors, sectional showcases, and other up-to-date conveniences.

Leather is advancing steadily in price, hides are growing scarcer and the cost of producing shoes constantly increasing in Canada, but the ten dollar per pair line is a decidedly long way off. In the United States certain shoe retailers think that figure may be reached in the not far distant future. The National Shoe Retailers' Association met last week in New York, when it was stated by several speakers that "pure shoe laws" already adopted in twenty-five States and several measures of the same nature now pending in Congress were chief causes for increasing the price of footwear. Both speakers and a majority of the two hundred delegates present denounced the legislation which would cause all shoes not made entirely of leather to be stamped "adulterated" or "substitute leather." The shoe retailers were told that if all shoes

were made of all leather 2,000,000 more hides per annum would be required in the United States alone, and with hides practically in control of the larger packing houses, it cannot be foreseen to what heights shoe prices might soar.

The factory of the Ontario Leather Co., at New Toronto, has been purchased by Clarke & Clarke, Limited, Christie street, Toronto, who now have the plant in operation and are turning out furniture leather. The output will be about one hundred dozen per day of sheep and goat skins and from fifty to sixty hands will be employed. Messrs. Clarke, who for many years have been the largest sheepskin leather manufacturers in Canada have devoted attention to the tanning of leather for furniture, but intend to go into the line much more extensively and the factory, which they have just acquired, will specialize in this branch of the business. The residents of New Toronto are much pleased to have the industry, which has been idle for some time, resume operations under the direction of such a progressive firm.

GROWING IMPORTS OF SHOES

A recent table of shoe imports into Canada prepared by F. G. Clarke, former Chairman of Tanners' Section of Board of Trade, Toronto, and compiled from official returns, sets forth that the total value of boots, shoes and slippers imported into the Dominion from the United States for the fiscal year ending March 31st, 1913, was \$3,587,491, as against \$2,463,729 for the fiscal year ending March 31st, 1912, showing an increase of almost fifty per cent. The total imports of footwear from the United States for the fiscal year ending March 31st, 1911, were \$1,779,923, and for the preceding twelve months in 1910 the amount was \$1,338,952. The imports of shoes from the United Kingdom also reveals large gains. For the fiscal year ending March 31st, 1913, the amount was \$542,848 against \$387,720 for 1912, \$316,894 for 1911 and \$182,485 for 1910.

SPRING STYLES IN BIG CITIES

George Chambers, manager of the Regal Shoe Store, Toronto, and Douglas Balfour, manager of the Regal Shoe Store, Winnipeg, have returned from a ten days' visit to Boston, New York, Philadelphia and Syracuse. They report that many of the leading shops on the other side are showing a large number of women's shoes with long vamp and narrow pointed toes, the vamps being either dull calf or patent and the quarters of cloth, fawn or brocade being the chief lines. The kidney and the French-Louis heels are much in evidence. The general opinion was that there would be no great rush on tans. The plain toe seems to be the favorite, with extremely long vamp and, for spring, many dealers are displaying colonials with cloth quarters. Spool heels about eleven or twelve eighths are on several of the offerings. In men's lines patent and dull calf bals. with receding toe are being sold freely. Some tans are moving, but not nearly as many as in other years. A few of the more advanced establishments are displaying for men a square, tapering toed shoe, wide across the ball of the foot with close trimmed edge and plain tip, and in some cases no tip at all. Black patent and dull calf vamps with tan uppers are also seen for men. An attempt is being made to popularize for warm weather wear patent leather oxfords with receding toe and either plain tip or no tip at all to accompany white half hose. How far masculine footwearers will take to the patent oxford and white socks remains to be seen. Several Canadian manufacturers of women's high-grade footgear in their spring samples, which will be ready about the first of March, are featuring the extremely long vamp with an absence of tips, while the spool, the kidney, and the French-Louis heels will be witnessed on many of the models.

HAPPENINGS IN FACTORIES

J. A. Scott, of Quebec, was in Montreal Friday and Saturday of last week.

J. H. Larochelle, of J. H. Larochelle & Fils, Quebec, was in Montreal last week.

Montreal shoe factories appear to be somewhat busier now that the holidays are over.

W. H. Miner, of Miner Rubber Co., Limited, Granby, Que., was in Montreal last week.

J. A. Adams, manager of Murray Shoe Co., London, was in Montreal for a few days recently.

D. J. McDermott, of McDermott Shoe Co., Montreal, has returned from Boston and other shoe centres.

E. D. Cox and E. L. Hurd, of the United Shoe Machinery Co., Boston, were recent visitors to Montreal.

W. F. Martin, of Kingsbury Footwear Co., Montreal, was in Boston and other large American centres last week.

J. M. S. Carroll, of Consolidated Rubber Co., Montreal, was in the large American cities recently, including New York.

La Parisienne Shoe Co., Montreal, have installed new equipment in their factory, amongst other items a fan and motor.

Ralph Locke, of Dufresne & Locke, Maisonneuve, spent the holidays in one of the Laurentian Mountain winter resorts.

The Anti-Fric Heel Co., Limited, has been incorporated, having a capital of \$50,000. The company will be located in Montreal.

Mr. Gaumont, superintendent of J. B. Blouin, Limited, Levis, Que., was in Montreal recently calling at some of the shoe factories.

The large and well equipped factory of Gourlay & Fogelberg, Berlin, will soon be completed and the company occupying their new premises.

T. Dufresne, of Dufresne & Locke, Maisonneuve, is leaving January 29th on a trip to Europe. He will be away about two months and a half.

Peter Doig, of Fisk, Limited, Montreal, spent the holidays in the Laurentians. This district is fast becoming a winter as well as summer resort.

J. W. Leslie, buyer of John McPherson Co., Hamilton, was in Montreal and Quebec last week. Mr. Duffield of the same firm accompanied Mr. Leslie.

Harold T. Heath, formerly stitching room foreman for the Ashby-Crawford Co., of Brockton and Marlboro, Mass., is now foreman with the Regal Shoe Co., Toronto.

Labor conditions in Quebec up to date remain un-changed. It is reported that quite a number of Quebec shoe operators are seeking employment in Montreal factories.

The fine residence of Willie Beardmore, of the Beardmore Co. at Acton, Ont., was burned this week. The blaze started at night in the kitchen and the house was completely destroyed.

Mr. Ballard, formerly with U. S. M. Co. of Canada, in Toronto, has taken up a position as foreman of Goodyear making department Ames-Holden-McCready, Limited, No. 2 factory, Montreal.

The Nursery Shoe Co., of St. Thomas, report business as being very good at the present time. They have recently installed additional equipment including two bottom finishing machines.

In a recent Annual of the Monetary Times it was estimated that investments of the United States in Canada represented \$636,000,000. Branch factories represented the

largest interest. There are 450 American concerns with branch factories with an estimated total investment of \$135,000,000.

Mr. Thompson has been appointed superintendent of the Milton Shoe Co., of Milton, succeeding H. C. Durgin, who was recently made superintendent of the Chas. A. Ahrens factory, Berlin.

George W. Pratt, formerly employed by the Minister-Myles Shoe Co., of Toronto, has now accepted a position as foreman of the lasting department for the E. E. Taylor Co., of Nashua, N.H.

Wm. H. Edwards, for many years with the A. C. Lawrence Leather Co., covering the trade in Canada, has accepted a position as manager of the Boston office of Traugott-Smith Co., of Detroit.

The ratepayers of St. Catharines will vote upon a by-law on January 29th to grant a site for a factory and a fixed assessment of ten thousand dollars to the Consumers' Tire and Rubber Co., Limited.

N. Rusal, who was in the employ of Clarke & Clarke, leather manufacturers, Christie street, Toronto, was found



W. J. SISMAN, AURORA, ONT. MEMBER OF THE T. SISMAN SHOE COMPANY, WHO WAS RECENTLY RE-ELECTED MEMBER OF THE TOWN COUNSEL

dead in the basement recently. An investigation showed that death was due to natural causes.

M. C. Galarneau, of M. C. Galarneau & Co., leather merchants, Montreal, passed away recently after several years of ill-health in the eighty-third year of his age. He was widely and favorably known to the shoe trade.

Charles Angers, of the Milwaukee office of the United Shoe Machinery Co., was a recent visitor at the Beverly factory. From Beverly he went to Montreal, where he visited his brothers, Paul and Albert, of the U. S. M. Co.

John F. Clark, president, and Jas. F. Clark, treasurer, of Clark Bros., Limited, St. Stephen, N.B., who will begin the manufacture of women's high-grade shoes in that town early next month, were in Montreal and Toronto on business last week.

Under the arbitration contract between the Boot and Shoe Workers' Union and the Massachusetts State Board of Conciliation and Arbitration, the latter has awarded an increase of 15 to 25 cents per day for sole leather cutters in Brockton shoe factories.

The Hamilton Brown Shoe Company, of St. Louis, locked out of its factory last week 1,500 former employes who are members of the United Shoe Workers' Union. The

lockout is a development in the war between the United Shoe Workers' Union and the Boot and Shoe Workers' Unions, which is affiliated with the American Federation of Labor. Only members of the latter were given employment when the factories opened.

The United Shoe Machinery Co. of Canada have just shipped two carloads of machinery to the Alberta Shoe Manufacturing Co., Redcliff, Alta., and also made a shipment to Clark Bros., St. Stephen, N.B., among which a large number of the later machines were included.

Fleetwood H. Ward, formerly vice-president and general manager of the Canadian Consolidated Rubber Co., of Montreal has been appointed vice-president and manager of the Herald Company, of Montreal, publishers of the Montreal Herald and the Sunday Herald and has assumed his new duties.

A. R. Clarke, of A. R. Clarke & Co., Toronto, has returned from a business trip to New York. He reports that there is a big demand for patent leather on the other side. Some of the American producers are extending their plants to meet the calls of the trade. Mr. Clarke says that the sale of patent leather in Canada is exceptionally good.

Joseph King, who has been in charge of the factory of the Regal Shoe Co., Toronto, for the past two years, has resigned and returned to Boston. His successor is Harry Iitchfield, who has for several years' been identified with the Regal Shoe Co. and has held several important positions in the service. He has entered upon his new duties.

Jasper Phillips, who last month disposed of his interests

MEETING WITH SUCCESS IN HOME TOWN

Harvey J. Graber, proprietor of the Dominion Shoe and Slipper Co., Berlin, was born in that town and has followed the shoemaking business all his life. His first position was with the Berlin Felt Boot Co., with whom he remained nine years learning the trade in all its branches. About three and a half years ago he secured premises at 53 Gateman Place, Berlin, and established the Dominion Shoe and Slipper Co.,



which business has grown rapidly. The company turns out fancy and staple lines of felt slippers for children, girls, misses and women and their product has found a ready sale. Each year business has shown a gratifying gain and the demand for the Dominion goods in the West is constantly increasing. The samples for next season are now being turned out.

in the Solid Leather Shoe Co., Preston, of which he has been manager for the past three years, contemplates starting a factory in Toronto for the making of staples for boys, girls, misses and youths. Good progress is being made in the organization of the company, which will shortly apply for a charter.

The following inquiries have been received by the Trade and Commerce Department, Ottawa, which will furnish names on application. An importing house in Rotterdam wishes quotations and is prepared to take agency for Canadian exporters of sole leather and glazed kid. A large importing firm in Amsterdam will be pleased to receive samples of Canadian sole and upper leather, with prices, etc.

The Solid Leather Shoe, of Preston, of which S. H. Parker is manager, is making several interior changes and improvements which will add to the output of the concern. The company will make women's high grade McKays and are putting in several new machines which have been supplied by the United Shoe Machinery Co. These consist of a channel cementer, breast scourer, treeing machine, finishing shaft and machines, edge setter, stitch burnisher, heel pricking machine, apex welt layer and several others.

The Anglo-Canadian Leather Co., Limited, who have warehouses in Toronto, Montreal and Quebec, and tanneries at Huntsville and Bracebridge, Ont., have issued a calendar entitled "King of the Golden West." It is a work of art and is a reproduction from an original painting of F. A. Verner. He gives a faithful picture of several buffalo roaming a typical western landscape, where the great herds were king until their extermination in the twelve years between 1872 and 1884.

A by-law has been passed in St. Jerome, Que., granting a bonus of fifty thousand dollars and certain exemption from taxes to the Cimon Shoe Manufacturing Co., of Montreal, who will remove to that town. A new factory, well equipped and modern in every respect, will be erected, which will be operated by electricity. The company agree to pay out in wages five hundred thousand dollars during the next ten years. The by-law was carried by a very large majority, only 19 ratepayers being opposed to the measure, while 231 voted in its favor.

The Amherst Boot and Shoe Co., Amherst, N.S., had a very successful year and the sales of 1913 equalled those of 1912, being somewhat over a million dollars, which was very gratifying considering the past year has been what is called an off one, so far as Western Canada is concerned. The factory was operated steadily throughout 1913. Several new machines were added and over 250 employes found constant employment. A very large part of the company's output finds a ready market in Western Canada. Prospects for the coming year are reported bright.

The lasting and the sole stock departments of the new Hewetson shoe factory in Brampton, Ont., began operations last week and this week work started in the bottoming and also in the cutting room. The fitting room will be running in a few days. The fitting room in part of the premises of the company on Teraulay street, Toronto, for which the lease does not expire for a few months yet, will also be operated. The new factory in Brampton is admirably lighted and exceptionally well appointed.

The United Shoe Machinery Company attacked the testimony offered by the Government in the dissolution proceedings at Boston, now pending against the company in the United States District Court. Denials of the charge made by Irving A. Hadley, a needle manufacturer, of Lynn, Mass., that certain concerns refused to buy supplies from him on account of the leases of the United Company, were made by three superintendents of the Brockton companies mentioned by Mr. Hadley. They testified that they had purchased supplies from Hadley until he went out of business and denied

that they had ever told him they could not patronize him on account of the leases they held from the United Company.

Z. Beruke, business agent of the Boot and Shoe Workers' Union, of Montreal, who was recently in Quebec, says that the co-operative spirit among the union men who are on strike is strong, and that some of them are planning to start a boot and shoe factory of their own. He says that the Co-operative Bakery, run by the Boot and Shoe Workers' Union is a distinct success, and all the men calculate that there would be no trouble in equipping a shoe factory, for the machinery could be obtained on the Royalty plan, and some of the workers in favor of the movement have a few thousand dollars to invest.

The employes of the Muskoka Leather Co., at Bracebridge, Ont., which industry is operated by Beardmore & Co., Toronto, has an enjoyable time Christmas, showing the good feeling existing between the men and their officers. Each workman received a gift from the company. P. A. Smith, the general manager, was presented by the employes with an appreciative address and two handsome upholstered chairs. Alexander McDonald, who is at the head of the rolling department was honored by these under him who gave him a handsome electric reading lamp. Henry Devitt was presented by the men in his department with a silver tea service.

A despatch from Calgary says that city has received a cheeky letter from a large manufacturer of shoes and says: "Apparently there are some eastern manufacturers who have not learned of the legislation passed in the provinces of Alberta, Saskatchewan and Manitoba putting an end to bonusing manufacturers. 'Your offer to provide power, light, water and factory site at approximately cost prices does not interest us. These can be obtained in the east, and if you are looking for an industry in the way of a manufacturing concern, you will have to go a good deal better than that. Personally, we would not think \$50,000 an exorbitant price for any manufacturer to ask you to locate in Calgary, and personally we would not accept it. Let us suggest that if you wish a shoe factory in your town you will have to dig deep,'" says the eastern firm.

STAFF HELD JOLLY RE-UNION

The annual meeting and convention of salesmen of the W. B. Hamilton Shoe Co., Toronto, was held on January 2nd and 3rd, when reports for the past year were presented and the work for the coming year outlined. The annual banquet held at the National Club was an enjoyable and most successful function, at which the executive heads, travelers and factory foremen were all present. W. A. Hamilton, president of the company, ably presided and during the evening lively speeches, songs and recitations were given. Those on whom the Chairman kept his eye were Chester B. Hamilton, superintendent; W. T. Purvis, warehouse manager; George A. Secombe, office manager; R. B. Hornibrook, accountant; E. McConachy, sample room salesman; W. J. Coulson, cutting room foreman; I. Whitton, sole leather foreman; A. E. Hatt, bottoming room foreman, and the following members of the traveling staff: W. A. Griffiths, Barrie; B. A. Trites, Sackville, N.B.; Richard Roach, St. John, N.B.; George B. Campion, Brockville; L. S. McKindsey, Hamilton; J. E. Firth, Peterborough; George Nicholson,

COULD NOT DO WITHOUT IT

Kindly find enclosed \$1.00 for subscription to the "Shoe and Leather Journal" for 1914. We could not do without it.

Fergus, Ontario.

Yours truly,
H. L. HARRISON.



MEN'S DONGOLA BAL. TOE CAP, BLACK BELT LINED, FELT SOLE AND HEEL.—BY THE GREAT WEST FELT CO.

John Huxley, C. J. Silver, J. O'Sullivan, W. H. Jardine, H. W. Roberts, all of whom reside in Toronto.

QUEBEC SHOE FACTORIES STILL IDLE

There are only five factories working in Quebec and they do not belong to the Shoe Manufacturers' Association. These firms are Marier & Trudel, Limited, J. H. Laroche & Fils, C. E. McKeen Co., Rock Shoe Co., and E. Tremblay. At the start Marier & Trudel were stopped for four days owing to a break in the main shaft of their factory but now everything is progressing satisfactorily. The average wages lost to the shoe workers since the strike started on December 31st is about \$50,000 a week and between three and four thousand people are idle. The dry goods merchants, grocers and other lines of trade are suffering considerable loss owing to the labor trouble. There is no prospect of settlement, as the manufacturers declare they will not take the men back unless they sign the rules and regulations which were drawn up some weeks ago. This the workers declare they will not do. It is reported that if an adjustment of the difficulty is not reached within a reasonable time that the Quebec Provincial Government will take a hand in the matter. The Government authorities will investigate the trouble to see what can be done to straighten out matters.

A number of men went recently to the factory run by Duchaine and Perkins and asked if they could come back to work. They were told that they could do so if they signed the rules, and when the rules were given to them to sign, they refused to comply and left the factory. The manufacturers do not expect to re-open their shops until spring unless the factory hands submit. The rules of the manufacturers call for open shop and non-unionism.

The condition of William A. Marsh, the veteran shoe manufacturer, is, according to latest reports, not showing any improvement.

J. Alm Richard, brother of Messrs. Arthur and Wilbrod Richard, leather and manufacturers' agents, Quebec, passed away on the 7th inst.

The official bilan was deposited in the Prothonotary's office by the "Indian Lorette Glove Works," liabilities \$8,053.14. Assets, \$7,384.20. The principal creditors of Quebec are Bank of Montreal, \$5,088.70; Quebec Glove Leather Manufacturing Co., \$572.30; Singer Sewing Machine Co., \$113.45; Henry Ross, Lorette, \$1,000.00. The meeting of creditors will take place the 17th inst.

SHOEMAN RE-ENTERS PUBLIC LIFE

Among the aldermen-elect of Chatham, Ontario, for 1914 is Geo. W. Cowan, one of the leading shoe merchants of the Maple City. Mr. Cowan is returning to municipal life after a number of years retirement, largely as a result of the persistent urging of his fellow citizens. Though he did not canvass he secured a vote of 1,025, running fifth in a strong field. Mr. Cowan has already seen considerable service, having been for a number of years an alderman of Chatham, and having served one year, 1905, as mayor. He has been active, also, in the membership of the Chatham Board of Trade. Mr. Cowan has one of the finest and best appointed shoe houses in Western Ontario. He has been in business for himself since 1887 and secured his first job in a shoe store in Chatham in 1880.



stores this year was the long laced boot for men. One store told us their sales of this article had been very large and the only way they could account for it was through the fact that there is so much outdoor work going on in connection with the terminals. The cold weather, too, has made an active inquiry for hockey boots, felt slippers, and rubbers, but the absence of snow is being felt in the overshoe trade. Very few of these have been sold, as yet. Advices have been received by the Halifax retail trade of another advance in shoes ranging from 3c. to 5c. per pair—the same to take effect early in the New Year. As showing the cause for further advances, a repair man remarked the other day that whereas three years ago he was paying from 25c. to 28c. per lb. for sole leather, he was now paying 40c. to 41c.

WHERE THINGS ARE NEVER VERY BAD

According to the Maritime Merchant, the shoe trade in the Eastern Provinces has been good during the past year. R. T. Hayes of J. M. Humphrey & Co., St. John, reports sales were well up to last year and credits and collections generally in a very satisfactory shape. Waterbury & Rising, of the same city, say that sales during 1913 were bigger than in 1912, but that the greatest growth had been in the first half of the year.

A. E. Massie, of the Canadian Consolidated Rubber Co., St. John, reports that the company's business in the eastern provinces has been equal to the previous year notwithstanding that weather conditions had not been so favorable for rubber trade.

C. S. Sutherland, of the Amherst Boot & Shoe Co., Amherst, N.S., says that if all parts of Canada had been as good as that of the Maritime Provinces, it would have been a record year.

Halifax shoe stores had a good Christmas trade, although it was late in getting started. Business in some cases went ahead of last year and would have gone away ahead if the weather had been more propitious. The Merchant says:—"One of the very large factors in the sales among Halifax

DESIRABILITY OF WOOD HEELS

Some manufacturers of women's fancy slippers, who use both leather and wood heels, say that the latter are more desirable from the standpoint of the factory.

It is said the cost of leather and wood heels is approximately the same, except for extreme heights of the wood heel. The cloth or leather to be used on the wood heel is cut at the same time as the upper. The heel is covered and the leather toplift fastened in place before it is affixed to the shoe or the slipper. It is nailed on from the inside and makes a clean job from start to finish.

The leather heel is nailed to the shoe from the outside, after which it must be trimmed, blocked and burnished. These processes are responsible for more or less dirt and dust, some of which gets on the shoe and must be carefully removed. The question of heel wear does not come into consideration, as the footgear on which wood heels are used is not expected to have hard usage. It is sold exclusively for evening wear, dancing or promenading on smooth walks. Under such conditions a wood heel will last longer than any other part of the shoe.

STYLE TENDENCIES FOR SPRING

Considering the country as a whole, and measuring the demand by the volume of sales, says a New York report, it is apparent Colonials with turned soles and with half Louis Cuban heel will lead in the selling. In certain sections or

PICTOU, N.S.

*The place where the finest Union
Slaughter and Sweat Sole Leather
is made. You should inquire from*

The LOGAN TANNERIES

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 THREADSFor 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

zones, pump patterns with low and with medium high heels will be good sellers.

A type of high shoe which will be in demand for early spring is the button boot, with plain or fancy cloth top. The all-white button boot will be good, as will also boots with patent leather and gun metal vamps.

Shiny leather has the first call and is in demand to such

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 fairly reliable man to handle a high-grade line of women's shoes in Montreal and district. Would entertain commission proposition in conjunction with a line of men's fine shoes. Applicant must have extensive experience in locality. Apply Relindo Shoe Co., Limited, Toronto.

LIVE SHOE BUSINESS FOR SALE in progressive manufacturing town in central Ontario; clean, up-to-date stock; bright, modern store; turnover about \$20,000 yearly; established 14 years; little competition. This is an exceptional opportunity for any one who really means business and has some capital. Box 63, 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.

an extent that manufacturers of shoes are unable to get their orders for this leather filled by the tanners.

SOMETHING MORE THAN THREE BILLIARD BALLS

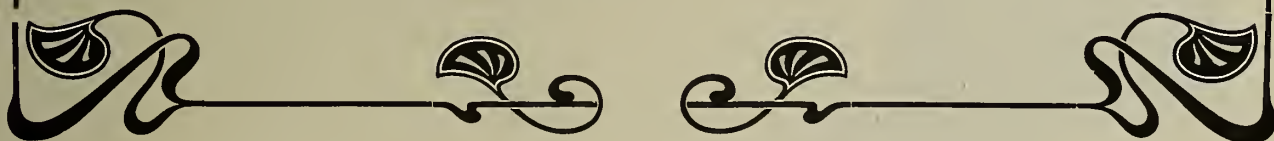
Fred. Jackson, who was recently elected Mayor of the progressive town of Clinton, Ont., has been in the shoe business there for a number of years and has worked up a fine trade. He was a member of the council for 1912 and was chairman of the finance committee in that year. In



1913 he was defeated at the polls but came back a winner this month in a race for the civic chair. The accompanying group shows three influential citizens of Clinton who recently waited upon the county council regarding a publicity campaign. They not only laid the bald facts of the need of such an expenditure before the county fathers, but they also presented a few bald heads. The gentleman on the left is Tom Jackson, the one in the centre is John Ransford and the smiling chap to the right is Mayor Jackson of Clinton.



**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



160

160. 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.

Wearing Quality Counts Most

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

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

THE **M** SHOE

FAMOUS FOR
IT
FASHION
FINISH

IF 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.

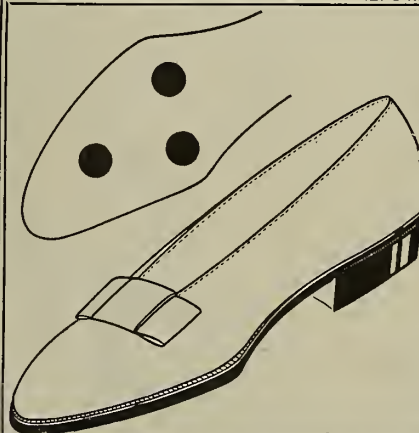
READ THE

**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



Have you seen
the new Tango
Pump for Men

Made by
The Tetrault Shoe Mfg.
Co. of Montreal

Permanent
Sample Rooms:
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TORONTO

J. HEFFERING
Representative

DUCLOS & PAYAN
Manufacturers of CHROME SIDE LEATHER

Box Sides

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Chrome Sole

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of every Description for
Leather, Rubber, Paper, Cloth,
ETC.

Honest Values at Honest Prices.
All Work Warranted.

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John Ritchie, President

J. E. Warrington, Sec'y.-Treas

THE JOHN RITCHIE COMPANY LIMITED

Boot and Shoe Manufacturers

The Ritchie Shoe

496 St. Valier Street, QUEBEC.

Twentieth Century Welts have leaped to the front during the last few years, but the progress made during 1913 has been especially rapid. Quality and style in every shoe of our Men's and Boys' lines at a price leaving a fair profit for the retailer—these assured facts help to explain our progress.

Watch us grow during 1914!



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

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



MAKERS OF

**HIGH-GRADE SHOES FOR
MEN AND WOMEN**

Write us for further particulars

L. GAUTHIER & CO. - 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.

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The Quaker Shoe Co.

Makers of

Men's, Boys', Youths' and
Little Gents' Medium
and Staple Lines

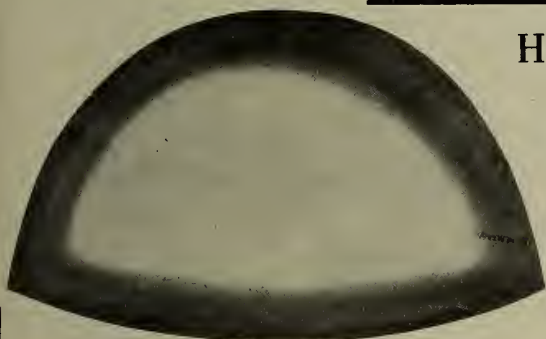
The Bonner Leather Co.

Manufacturers

GLAZED KID
(Black and Colors)

CHROME LAMBS
(Glazed and Dull)

1060 Notre Dame St. W., Montreal



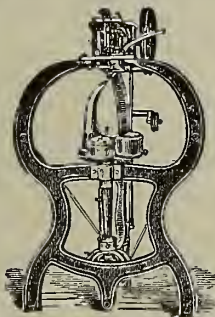
HEELS

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



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. E. DUPRE

A. BAILLARGEON

THE MONTREAL BOX TOE CO.

ESTABLISHED 1904

MANUFACTURERS OF HIGH GRADE

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OF ALL KINDS

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MAISONNEUVE - - - MONTREAL

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Analysis of Any Material
Employed in the Tannery

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A Boot Lace that Will Outwear the Boot

is a very strong statement, but quite true when said of

Brough's New Heavy ORIENT LACE C57 Gents' in 4/4 and 5/4 lengths C56 Ladies' in 5/4 and 6/4 lengths

Boxed single pairs in attractive sealed cartons, TO RETAIL AT 10 CENTS THE PAIR, gives a fine profit for the dealer. Sells on sight, it's so attractive and just new.

This shows a single pair carton sealed at each end by small Union Jack



Showing box of 72 pair cartons, one gross laces



THE ORIENT LACE is a soft, silk finish, cotton lace. **Fast color, well Tagged** and very sightly. Guaranteed perfect in every respect. This is the **Best** lace we can make and we are proud of it, No one else can make quite as good. **The tags never pull off. The lace always stays tied, even when new,** because of the soft, supple finish. This is a very strong selling point.

This makes a nice line for shoe store men for use now in Special Sales. It is so profitable you can give salespeople extra inducements to push them, and make a welcome addition to your profits.

Made in England by **BROUGH, NICHOLSON & HALL, LIMITED, Leek, Staffs.** **ORDER AT ONCE. WE HAVE STOCK BOTH BLACK AND TAN** 112 Wood Street, London, E.C.

COMPLETE LINES 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

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY

OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



For
Artisan and Aristocrat



NO matter what class of trade you cater for, you can sell MINER and SHEFFORD Brand Rubbers with perfect confidence in their ability to thoroughly satisfy.



Style, Service, Comfort and Fit are pre-eminently the qualities that have made Miner Footwear so nationally popular.



Dealers handling rubbers in the Ottawa Valley region should send their orders to our new Ottawa Warehouse at 225 Queen Street, to insure lightning service. A complete range of Miner and Shefford Brands will be carried in stock.

**The Miner Rubber Company
Limited**

Granby - Montreal - Toronto - Quebec - Ottawa

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

PUBLISHED · TWICE · A · MONTH

Some of the Good Things

More Holiday Display Windows
That Put the Public in
a Buying Mood

The Bright Future of the Small
Footwear Dealer and What
He is Doing

Some Principles in Retail Shoe Ad-
vertising—First of a Series
of Practical Talks

A Live Ontario Boot Shop Which
Embodies Some New Ideas
In Construction

What Canada Buys in Shoes and
Leather From Other Countries.
Interesting Figures

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

Let Me Select Your Line of Felts for Fall 1914

You can place full confidence in my ability to choose a line for you that will gain the appreciation of your customers and at the same time give you a very profitable turnover.

I have already made my selections, and you will agree with me when my salesman shows you samples that I have chosen wisely.

My Stock of Rubbers for Fall 1914 Selling

includes those four popular brands—Kant Krack, Dainty Mode, Royal and Bull Dog—brands of the Independent Rubber Co., of Merritton, Ont.

It's not necessary for me to tell you of the unsurpassable quality of these well-known brands—you must have found it out for yourself by past experience. There are shapes for every shoe and styles to suit every taste—high rubbers, low rubbers—in fact every kind of rubber you can think of.

Look at the samples my salesman will show you.

JAMES ROBINSON

182-186 McGill Street

- -

Montreal

**NORTH
NUGGET
POLISH**

**Will
not
Freeze**

**THE NUGGET
BLACK POLISH
MADE IN CANADA
FOR PATENT GLASS KID BOOTS
Polish is made by The NUGGET
POLISH CO.**

PRACTICAL JOKING AT THE POLE.

Can be shipped all through the Winter

The Nugget Polish Co. Limited

9, 11 and 13 Davenport Road - - Toronto, Ont.

Kimmel

FELT FOOTWEAR



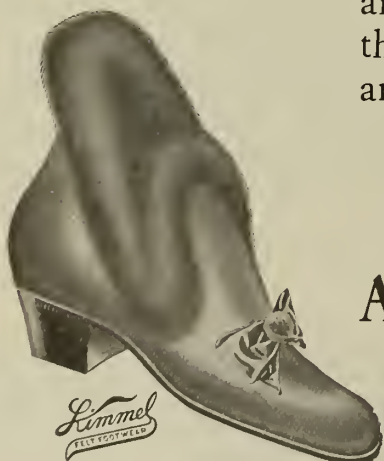
THERE are many **good** reasons why you should stock and sell Kimmel Felts, but the **best** of all is because your customers want them.

Kimmel Felts have been the leaders in Style, Fit and Value for many years. Careful attention to details, high-grade workmanship and materials have made Kimmel Felts so nationally popular.

When Placing Your Felt Order for Fall 1914

See that you specify **Kimmel** Felts, and you'll have no difficulty in making quick, satisfying sales.

The 1914 range includes a wide assortment of neat and perfect fitting shoes for men and women. All the latest designs and colors are embodied in Kimmel Felt Slippers, while the shoes are made on modern lasts in all-felt and felt and leather.



Exclusive Selling Agents for Kimmel
Felt Shoes and Slippers

Ames-Holden-McCready, Limited

The Oldest, Largest and Most Reliable Manufacturers
and Wholesale Dealers in Fine and Staple
Footwear of all Kinds in Canada



JOHN F. CLARK, PRESIDENT



JAMES F. CLARK, TREASURER

Important Announcement to the Wholesale Shoe Trade

CLARK BROS., Limited, of St. Stephen, N.B., beg to announce the opening of their new Canadian shoe factory which is now in full operation.

Possibly never before has a shoe factory been started with so many thoroughly practical men at its head—men who have learned the shoe business from “A” to “Z” in the hard school of experience in the leading centres of the United States.

The new plant is equipped with the most up-to-date machinery and every provision has been made for a large output of ladies’ high-grade McKay shoes.

In these shoes are embodied the latest American and Canadian styles and ideals on snappy lasts with fine fitting and wearing qualities. The line as a whole presents as fine an assortment of saleable shoes as has ever been manufactured in the Dominion.

We’d be glad of the opportunity of showing you samples.

CLARK BROS., LIMITED

ST. STEPHEN, N.B.



Owing to our large sales and the introduction of new machinery, we are enabled to place before the trade a new proposition in regard to

SHOE POLISHES

Our travelers are now on the road and will be pleased to discuss this proposition with you—or drop us a postal for information.



PACKARD'S SHOE POLISHES

THE
STANDARD
FOR
QUALITY



IN
ALL COLORS
FOR
ALL LEATHERS

ADVERTISED GOODS ARE NOT "SHELF WARMERS"

Our 1914 price list is now ready. If you do not receive one drop us a line.

It will be in your interest to investigate our New Proposition before placing your Spring order.

IT MEANS MORE PROFITS FOR YOU
BETTER SATISFIED CUSTOMERS

REMEMBER—

"A Pleased Customer Calls Again"

L. H. Packard & Co., Limited

MANUFACTURERS OF

Shoe Polishes, Dyes, Stains, Etc.





Showing its stylish appearance

The Dr. A. Reed Cushion Sole Shoe



A cross-section view showing in detail WHY it is comfortable

Some cushion sole shoes are clumsy affairs at best.

But the Dr. A. REED CUSHION SHOE combines quiet elegance with absolutely the best cushion sole on the market to-day. It is a double-barreled proposition.

We've shown hundreds of dealers the way to larger profits. Are you one of them?

J. & T. BELL LIMITED
MONTREAL, CANADA

*MAKERS OF HIGH-GRADE FOOTWEAR
and Sole Makers of the Dr. A. Reed Cushion Shoe.*



**Women's
Goodyear
Welts
Exclusively**



**If the Best is not
"too good" for
your Lady Cus-
tomers---**

they should be wearing
"Perth" Shoes.

Years of specialization in the manufacture of nothing but women's good shoes has taught us how to think and make for women of discrimination and sound judgment.

The result is the "Perth" Shoe --- a popular-priced Goodyear Welt that excels in style, fit and wearing quality.

**The Perth Shoe
Co., Limited**

Perth, Ont.

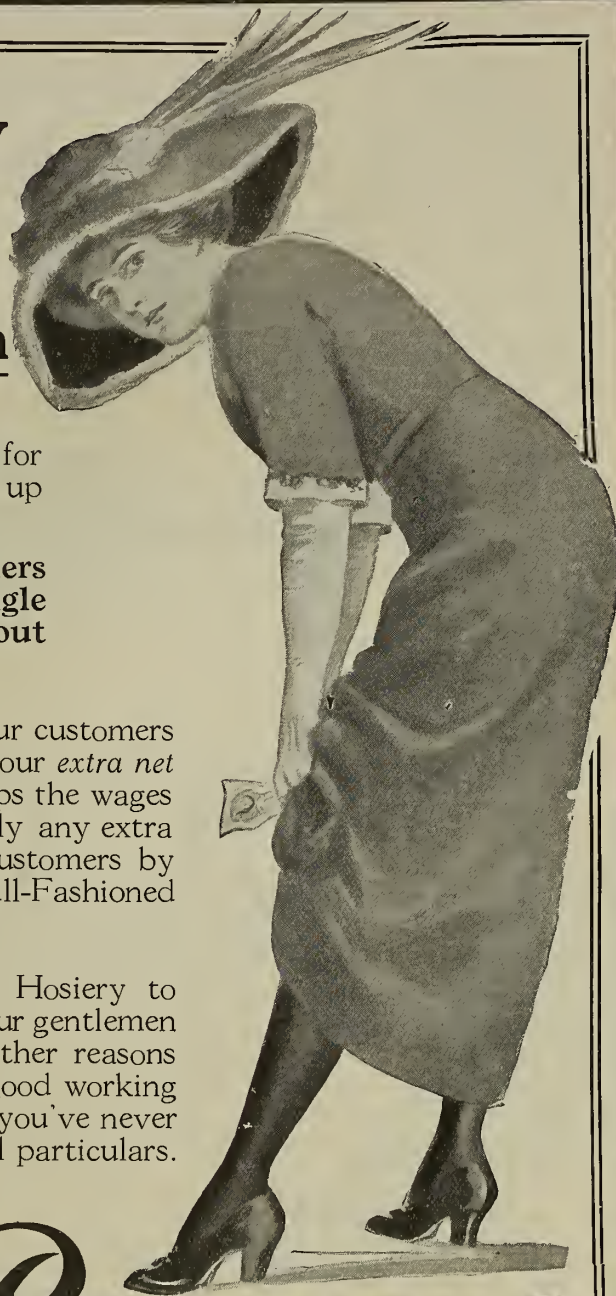
There's Money in Hosiery for the wise Shoeman

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

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.

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.

AMES HOLDEN
Shoes

These are the Most Popular Brands in Canada

McCREADY
Shoes

One of these should be in every shoe stock.

We carry the most up-to-date stock of boots and shoes ever shown the public.

No shelfwarmers, but everyday sellers. The growing volume of our business and satisfied customers are evidences that our aim in making high class goods, at fair prices, is a progressive policy.

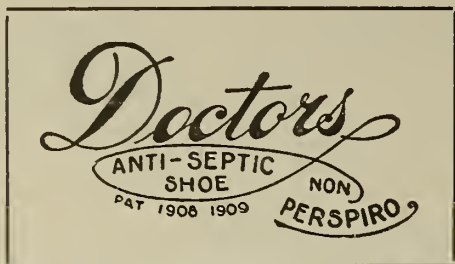
Kimmel Felts, Granby and Maple Leaf Rubbers for immediate trade.

Send in your orders to the **big In-Stock House.**



AMES - HOLDEN - McCREADY, LIMITED

Montreal St. John Toronto Winnipeg Calgary Edmonton Vancouver



Here's a Shoe that will Boost Your Fall Trade



THE
TEBUTT
SHOE AND
LEATHER
COMPANY
LIMITED
THREE RIVERS
QUEBEC

¶ All the essential qualities of a shoe for Fall selling are embodied in the Doctors Shoe.

¶ Sturdy yet dressy; comfortable but not clumsy, and thoroughly waterproof; the Doctors Shoe is particularly suitable for Fall wear.

¶ The waterproof quality of the Doctors Shoe is not an empty theory. Both the soles and the uppers are waterproofed by a special process, and to prevent the slightest feeling of dampness, there is a sole of thermal asbestos between the outer and the inner soles.

¶ The Doctors is truly an ideal Fall shoe.

¶ You should have a good assortment in your Fall stock. Your jobber sells them.

The
Brand
of
Quality

THE
GREAT WEST
FELT CO.
LIMITED

Look for this
Brand on the
Felt Footwear
You Buy



We are now offering to the trade, through independent jobbers, a line of Cold-Proof Felt Footwear that, for all-round excellence is superior to any other line of Felt Footwear in Canada.

We make our own felt from the raw material with machinery invented and designed by our own experts and this enables us to excel in fit, style, finish and wearing qualities.

These are the features that have created such a wide-spread demand for Great West Felt Co., Limited, Felt Footwear, and it will pay you to see that the felt footwear you buy bears the above stamp of quality.

Independent jobbers are now showing our Fall Felt Samples.

*The Great West
Felt Co., Limited*

ELMIRA, - ONTARIO

"NOT IN ANY TRUST"



Quick-Selling Lines for Quiet Times



No. 338—Patent Dull Calf Collar, 1 Strap

You must arouse the interest of your women customers if you would get their money at a time when there is so much talk of "tight money" and "hard times" in the air.

To a certain extent, this is a mental condition. It must be combatted by an appeal to the desire strong enough to overrule the tendency to caution in spending money.



Five Button Oxford, fancy foxing, short effect, high toe, 12/8 Cuban heel (in gunmetal and tan calf, also nubuck in different colors.)

The three Kingsbury lines shown herewith will create this desire. Send your order to-day and watch it work out.

Kingsbury Footwear Co., Limited

Specialists in Ladies' Footwear
Montreal



"DUCHESS"

No. 401 - - In Cabretta
No. 391 - - In Patent
In Dongola

Feature our FLEX-WELT Shoes. No one can resist the appeal to the reason that it presents. For comfort plus appearance it is in a class by itself.



This shows the "why" of Flex-Welt comfort. The shoe bends in the RIGHT place.

SERVICE!

Your wife sometimes forgets to order one or two items from the grocer when shopping in the morning, and, just before dinner, she finds out that there's no bread, or no butter, in the house. What does she do? Why, she goes to the telephone, and calls up the grocer, and says: "Mr. Sunlight, I've run out of bread. Would you mind sending me a couple of loaves at once. I need them for dinner."

And what does Mr. Sunlight say? He says: "I'll send them right around." And, regardless of the fact that he only makes a cent or two profit out of the order, he drops whatever else he's doing, wraps up the bread, and sends it around, or takes it to your house himself.

And your wife says to herself: "Sunlight's all right! He can have my trade as long as I'm living in this town."

Sunlight's strong point is *SERVICE*. He doesn't say to your wife: "Can't you send some one for the bread? My wagon's in the stable, and all the clerks have gone home, and I haven't anybody to take it around."

No,—Sunlight "delivers the goods."

Now, our strong point is "SERVICE," and we, too, "deliver the goods."

In a few weeks you'll be asked for your 1914 placing order for rubbers. In deciding to whom to give this order, remember that a placing order is about the easiest thing handled by a manufacturer of rubbers. He has plenty of time to fill it in, just as the grocer has plenty of time to fill your wife's morning order. But will he be *able* to, and will he be *willing* to, fill your "rush" order for "bread and butter," when you need certain styles and sizes in a hurry next fall and winter? *Can* he, and *will* he, take care of you in an emergency, when delay in the delivery of your sorting order means the loss of some of your customers, and brings discredit to your store?

We *can*, and we *will* take care of you in your emergency. Remember this, when handing out your 1914 placing order.

Canadian Consolidated Rubber Co., Limited
Montreal

28 Branches Throughout Canada

Those Customers with Bunion Trouble— Do You Do Anything for Them? Why Not?



And especially when there's big profit in it, and mighty little work. Many a shoe salesman has spent valuable time stretching shoes to ease a Bunion, when he could have sold the customer a Scholl Bunion Shield and put some cash in his till. Not only that, but by satisfying the customer he would have made a favorable impression that would later sell more goods. Sell every customer with Bunion trouble

Scholl's Bunion Reducer

A pure gum rubber shield so shaped that it fits snugly over the enlarged joint, next to the skin, relieving all irritation caused by the shoe. It excludes all air and retains the natural moisture of the foot, thus arresting further growth of the Bunion enlargement by its reducing action on the tissues. Fits all feet perfectly—no shifting or bulging—no larger shoe needed. Used with success by Chiropractors and Shoe Dealers everywhere.

Retail 50c. each, \$1.00 per pair—three sizes. Nearly 100 per cent. profit. Send for sample to-day.

The Modern Shoe Store is no Longer Simply a Place to Sell Shoes

The proprietor, or at least one of the salesmen, has studied Dr. Scholl's Free Book on "Scientific Correction for Ailments of the Feet," and is the authority on Foot Trouble in his locality. Popular demand created by Scholl's wide advertising has made it a place where foot-suffering humanity can obtain relief.

Who gets all this business in your town. Do you? Why don't you? A very small investment will put you in a position to make big profits on every pair of troubled feet. Foot-Eazers and other Scholl's Arch Supports, Bunion Reducers, Bunion Rights, Bunion Springs, Absorbo Pads and other Scholl's specialties are quickly and easily fitted—you increase your prestige as a foot specialist—and make money besides. Write to-day for a Scholl catalogue and samples. It'll be worth your while.

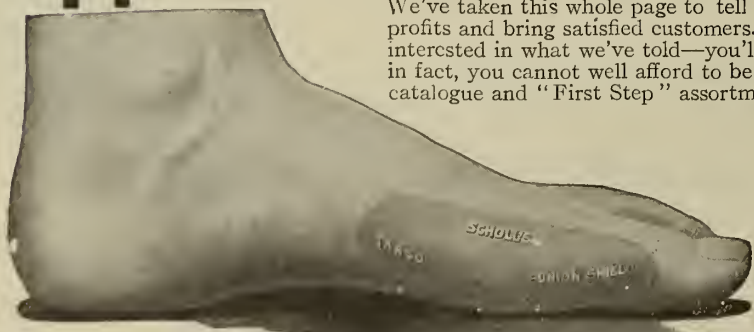


Scholl Specialties Are Big Profit Bringers

The demand for these appliances is established and is being increased by daily advertisements in hundreds of magazines and newspapers. Live dealers—helping by using our posters, signs, cut-outs, booklets and other free advertising matter—are being helped to quite a little extra money, too. Increase your income—get in a line of Scholl's goods.

LET SCHOLL ADVERTISING HELP YOU

We've taken this whole page to tell you that Scholl's Foot Specialties are easy sellers—make big profits and bring satisfied customers. We've told you some of the **WHY**, but not all of it. You're interested in what we've told—you'll be more interested in the rest. And you ought to have it—in fact, you cannot well afford to be without it. Write for our catalogue—right now. Ask for our catalogue and "First Step" assortment offer.



Scholl Mfg. Co.
213 West Schiller St., CHICAGO

Branch Offices—New York, Toronto, London
LARGEST MANUFACTURERS OF FOOT SPECIALTIES
IN THE WORLD.

GOOD FELT FOOTWEAR AND



THE MARK THAT SELLS IT

THERE are various brands of Felt Shoes that *look* very much alike when new and it's the *service* the shoes give that really distinguishes one "make" from another.

There are many brands of Felt Shoes that *look* like "Elmiras" but there the comparison ends. Exceptional felt and shoe manufacturing facilities, combined with a *concentrated* experience extending over many years, enable us to put a "wearing quality" in Elmira Felt Shoes and Slippers that is absolutely incomparable.

"Elmira" on Felt Footwear means a guarantee of perfect satisfaction to the customer and an insurance of steady sales and profit to the dealer.

It will pay you to look for the Elmira trade mark on your 1914 stock of Felt Footwear.

ELMIRAS ARE SOLD BY ALL RELIABLE
SHOE JOBBERS

Manufactured by the Elmira Felt Co., Limited
BERLIN - - - - - ONTARIO



Tangible Value

That's what you get when you buy "Independent" Rubbers. There's no airy theory connected with them. No "shoddy" or inferior material enters into their construction and no matter what brand you order—"Kant Krack," "Dainty Mode," "Royal" or "Bull Dog," you are assured the very best value your money can secure.

And when you see these brands being sold by the leading jobbers in the Dominion, isn't it about time you inquired into their merits.

A postal will bring you information.

Independent Rubber Co. Brands are sold by

| | |
|---|---|
| The Amherst Boot & Shoe Co., Ltd., Amherst, N.S. | Kilgour, Rimer Co., Limited, Winnipeg, Man. |
| The Amherst Central Shoe Co., Ltd., Regina, Sask. | The J. Leckie Co., Limited, Vancouver, B.C. |
| A. W. Ault Co., Limited - - - Ottawa, Ont. | The London Shoe Co., Limited, London, Ont. |
| Garside & White - - - - - Toronto, Ont. | McLaren & Dallas - - - - - Toronto, Ont. |
| James Robinson, Esq., | Montreal, Que. |

The Independent Rubber Co.

Limited

MERRITTON, ONTARIO

Kant Krack
Dainty Mode



The Utmost in Shoe Style and Value

THE only way to inspire the confidence of your customers is by giving them full value for their money.

Do this and your success in business is assured.

People get to know you as a dealer of the utmost reliability; they place full confidence in you and the shoes you sell, knowing full well they can depend upon you to give them a good square deal.

When you sell "Classic" shoes you are not making a hazardous experiment; you are selling a line **THAT HAS PROVEN ITS RELIABILITY**; that has **WON THE FULL CONFIDENCE OF MANY DEALERS** and a **HOST OF SATISFIED CUSTOMERS**.

Knowing this, can you afford to let the opportunity pass in connecting with such a saleable and profitable line?

Let our salesman tell you more about "Classic" shoes

GETTY & SCOTT

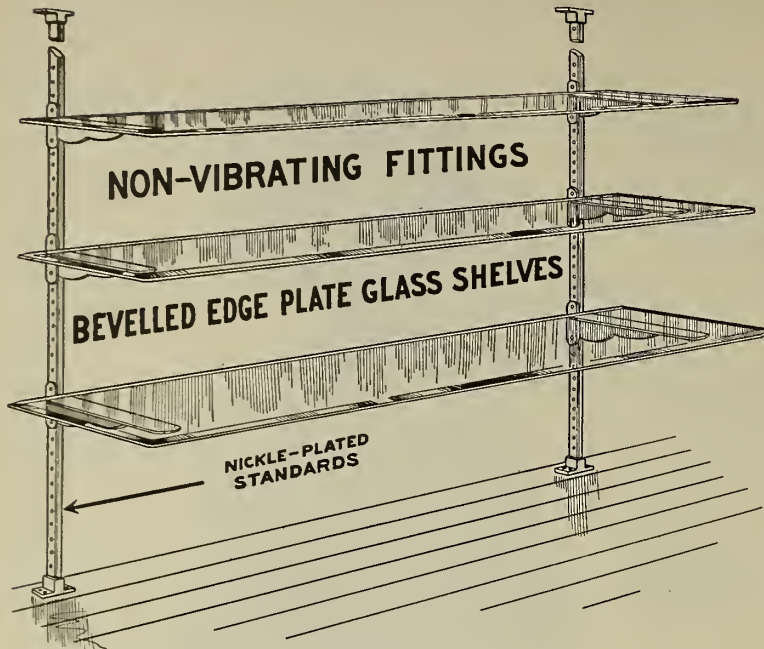
Limited

CLASSIC SHOES

GALT - - - ONTARIO



"The Classic Lady"

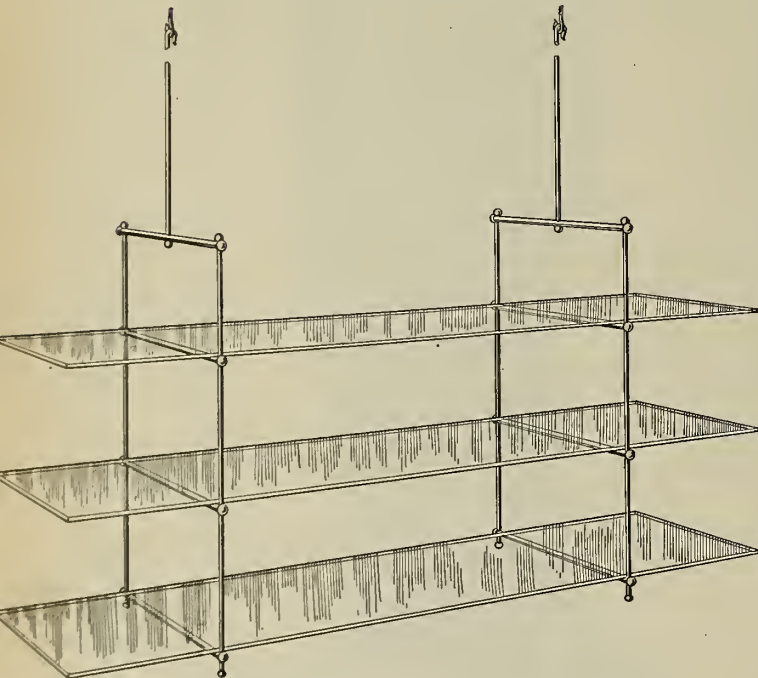


No. 26

THIS FIXTURE COMPLETE

ONLY \$45.00

Absolutely no vibration. Will fit any window, giving you three glass shelves, size 48 x 16, 46 x 14, 44 x 12. Prices on application for special sizes. See over. Send height from floor to ceiling when ordering.



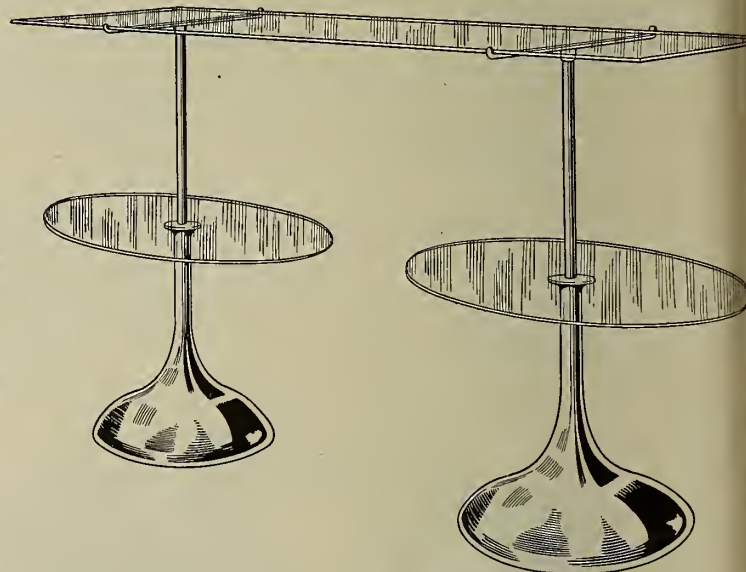
No. 27

PRICE COMPLETE, ONLY \$21.50

This fixture can be used in the window or in the interior of store over counters, etc. It is made of nickle plated brass, and enables you to raise or lower each shelf to the exact height required, giving you three plate glass shelves 42 x 10, polished edges. Send height from floor to ceiling when ordering.

FURTHER LIST OF MERCHANTS WHO ARE MAKING MONEY WITH OUR FIXTURE:

- Mr. Greenwood.....DruggistSt. Catharines
- Mr. Donnelly.....Shoe Store.....St. Catharines
- G. E. Brennan.....GrocerSt. Catharines
- The Kalker Shoe Store.....St. Catharines
- Burleigh & Donnelly.....Shoes.....St. Catharines
- C. Donnelly.....Shoe Merchant.....St. Catharines
- Mr. Patterson.....GrocerBrantford
- Mr. Cartwright.....JewelerBrantford
- A. Caulbeck.....GrocerBrantford
- Mr. Broadbent.....Shoes.....Brantford
- C. Hamel.....Cigar Merchant.....Brantford
- E. Moffatt.....Tobacconist.....Brantford
- Messrs. Parke & Parke.....DruggistsHamilton
- Mr. Inkster.....JewellerHamilton
- Mr. Rowland Hill.....ShoesLondon
- Messrs. Murray & Johnston.....ShoesLondon
- Richard Hermsley.....Jeweller, St. James St.....Montreal
- Mappin & Webb.....Jeweller, St. Catherine St., Montreal
- G. Giguere.....Jeweller, St. Catherine St., Montreal
- Mr. Mothersol.....Jeweller, Scroggie Block.....Montreal
- A. L. Desmarae's.....Shoes, 1691 St. Catherine, Montreal
- G. H. Featherstone.....Shoes, St. Catherine St.....Montreal
- Singer Shoe Store.....St. Catherine St.....Montreal
- Cummings & Weaner.....Shoes, St. Lawrence Blvd., Montreal
- R. Korshoff.....Shoes, St. Catherine St.....Montreal
- Murphy Bros.....Grocers, St. Catherine St., Montreal
- Hendrikx & Albers.....Tobacconists, St. Catherine, Montreal
- The Dr. Leduc.....Druggists, Scroggie Blk.....Montreal
- American Cut Rate Shoe... Co., Notre Dame St.....Montreal
- B. S. Cook.....Druggist.....St. Thomas
- Mr. A. E. Maxwell.....Cigar Merchant.....St. Thomas
- J. Fox.....Jeweller.....St. Thomas
- J. E. Curran.....Stationer.....St. Thomas
- L. R. Harvey.....Druggist.....St. Thomas
- J. Schwartz.....Shoe Merchant.....Windsor
- Mr. Argues.....Shoe Merchant.....Toronto
- E. W. Perren.....Grocer, Queen St.....Toronto
- P. S. Blachford.....Shoes, Yonge St.....Toronto
- Simpson & Co.....Toronto
- F. C. Shields.....Stationer, Parliament St.....Toronto
- M. Row.....4 Shoes, Yonge St.....Toronto
- Mr. C. Hickey.....5c. and 10c. Store.....Welland
- S. D. Dunn.....Stationer.....Welland
- A. A. Perry.....Stationer.....Welland
- Blake L. Booth.....Hardware.....Welland
- E. Fawkes.....Shoe Store.....Paris
- J. F. Nolan.....Tobacconist.....London
- W. H. Higgerty.....Shoe Merchant.....Ottawa
- A. L. Pinard.....Wine and Spirits.....Ottawa
- A. R. Farley.....Druggist.....Hull
- M. Rabey.....North Sydney
- Mr. Richardson.....Shoe Merchant, 8th Ave....Calgary



No. 28

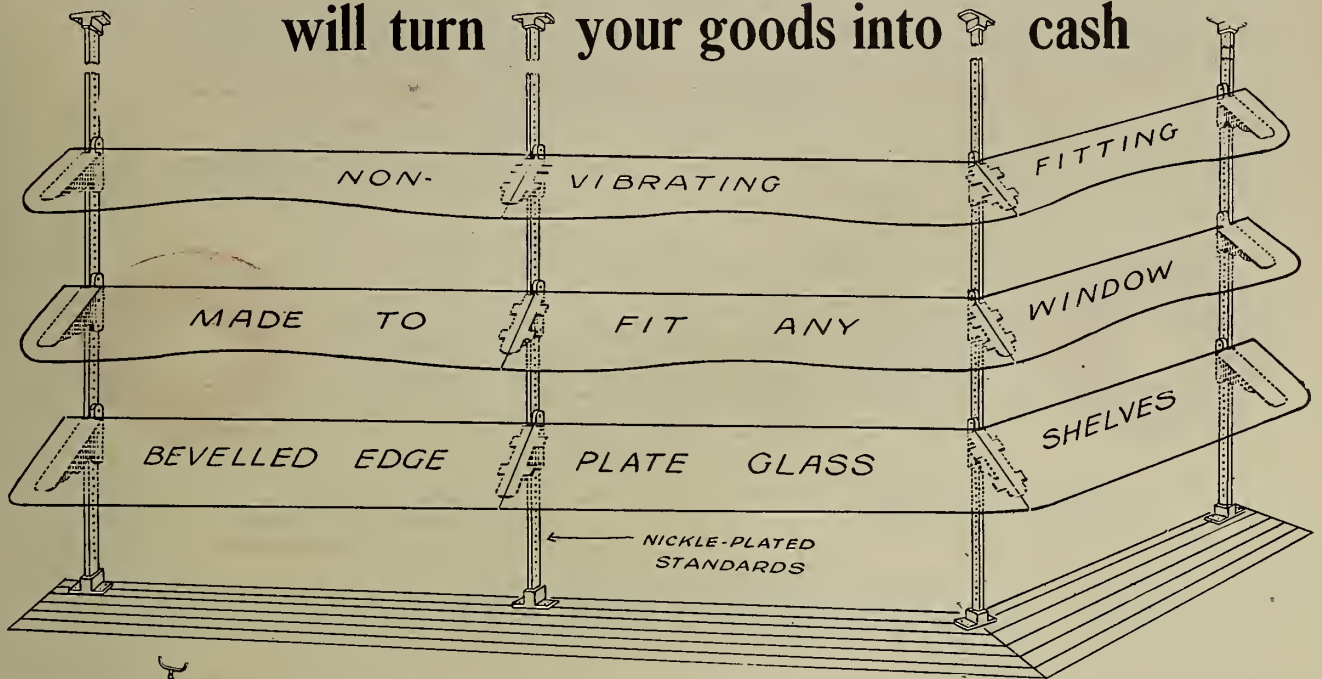
PRICE COMPLETE \$21.00

This handsome fixture with bold nickle plated base and stem, giving two oval plate glass shelves 18 x 10; one long shelf on top 42 x 10.

THE SHOWALL WINDOW FITTING COMPANY
67 William Street, Brantford

THE "SHOWALL" FIXTURE

will turn your goods into cash



No. 201

Made in nickle plated brass. Telescope to open up from 15 to 27 inches high. Price, \$24.00 a dozen. Same stand 12 x 15 inches high, stationary, \$18.00.

P.S.—These stands are the same or even better than you have been in the habit of paying more for—our being the actual manufacturers, selling direct to the public, accounts for the low price.

No. 101

Correct angle for holding shoe in any desired position. Made in nickle plated brass in 3, 5 and 7 in. heights.

Price: \$3.00 a dozen.

Any size.



What the "Showall" has done for these Merchants—it will do for YOU!

Mr. A. N. Pequegnat.....JewellerBrantford
 Messrs. Ludlow Bros.....Shoe Merchants.....Brantford
 Cash Bargain Grocery, Mr. Harp. GrocerBrantford
 Mr. D. Jolly.....TobacconistBrantford
 The Bounsdale Supply Co.....Druggist and Grocer.....Stratford
 Mr. T. J. Ryan.....DruggistStratford
 Mr. H. Hotson.....Shoe Merchant.....Tavistock
 Mr. A. G. Gahagan.....Shoe Merchant.....Woodstock
 Messrs. W. Attwood & Sons.....JewellersHamilton
 Mr. A. Juddleson.....Shoe Merchant.....Hamilton
 Mr. G. E. Farrier.....Barton St.....Hamilton
 Mr. E. Springstead.....JewellerHamilton
 Mr. J. H. Hodgson.....Shoe Merchant.....Hamilton
 Mr. A. Wilson.....StationerHamilton
 Mr. J. A. Barr.....DruggistHamilton
 Mr. G. J. Clayton.....Shoe Merchant.....Hamilton
 The Alexander Hardware Co.....Hamilton
 Elizabeth Hollingsworth.....TobacconistHamilton
 Mr. F. H. Skerrett.....Sporting Goods.....Hamilton
 Mr. Kent Corvin.....HardwareHamilton
 Mr. C. Robins.....TobacconistHamilton
 Mr. A. E. Rea.....Shoe Merchant.....Hamilton
 Mr. F. W. Mills.....DruggistHamilton
 Messrs. Cloke & Sons.....StationersHamilton

Messrs. Boeller & Knapp, King TobacconistHamilton
 Messrs. H. C. Clark Co.....Shoe Merchants.....Dundas
 Mr. W. H. Brigham.....Shoe Merchant.....Chesley
 Mr. W. J. Wray & Co.....JewellersLondon
 Messrs J. P. Cook & Co.....Shoe Merchants.....London
 Messrs. Anderson & Nelles.....DruggistsLondon
 Mr. L. W. Thomas.....JewellerLondon
 Mr. Sumner.....DruggistLondon
 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. Brotherton.....Sporting Shoes, Yonge St., Toronto
 M. B. Young.....Shoe Merch't, Bloor St. W., Toronto
 St. Leger Shoe Co., Limited, 542 Queen St. W.....Toronto
 C. C. Allan.....Shoe Merchant, Queen W.....Toronto
 G. Tamblin, Druggist, Yonge St. and branches.....Toronto
 Leslie Starkey, Queen St.....TobacconistToronto
 F. S. Hardman, Queen St.....ShocsToronto
 T. Bain, Queen St.....CigarsToronto
 Mr. Shell.....Grocer, Queen St.....Toronto
 Mr. Cable.....Shoe Merchant, Queen W., Toronto
 Messrs. Timmons & McIlwain.....Cigar Store.....St. Catharines
 Dillon & Moore.....ShoesSt. Catharines

THERE ARE MANY OTHERS EQUALLY WELL SATISFIED AND IT WOULD PAY YOU TO SEND US YOUR SPECIFICATIONS—NOW.

THE SHOWALL WINDOW FITTING COMPANY
 67 William Street, Brantford

Rubber Footwear Season 1914-1915

Opening Date - - - Monday, March 2nd

Wait for the celebrated



"Maltese Cross" Line



Right Goods

Right Prices

DISTRIBUTING AGENCIES:—

ONTARIO

W. B. Hamilton Shoe Co., Limited, Toronto
 D. D. Hawthorne & Co., Toronto
 J. D. King Co., Limited, Toronto
 The John McPherson Co., Limited,
 Hamilton
 Sterling Bros., Limited, London
 J. A. Johnston Co., Brockville
 C. Stephens Co., Limited, Collingwood

QUEBEC

James Linton & Co., Montreal
 Alfred Lambert, Inc., Montreal
 Thompson Shoe Co., Limited, Montreal
 Canada Shoe, Montreal
 J. H. Begin, Enreg., Quebec
 J. H. Laroche & Fils, Quebec
 Eastern Townships Shoe Co.,
 St. Hyacinthe

MARITIME PROVINCES

Waterbury & Rising, Limited, St. John,
 N.B.
 J. W. Boyer & Co., Victoria, N.B.

MANITOBA

Thomas Ryan & Co., Limited, Winnipeg

SASKATCHEWAN

ALBERTA
 A. McKillop & Co., Limited, Calgary

Maybee, Kennedy, Limited, Moose Jaw
 W. G. Downing, Limited, Regina

BRITISH COLUMBIA

Damer, Lumsden Co., Vancouver

Also Branches of Gutta Percha & Rubber, Limited, at

MONTREAL

WINNIPEG

REGINA

CALGARY

EDMONTON

VANCOUVER

GUTTA PERCHA & RUBBER, LIMITED

Toronto - Canada

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.



The "Everyday" Shoe

Here's a Shoe that will keep business coming your way. The good impression which your customers form of it at sight will be considerably strengthened as they test its great wearing qualities to the full.

A good assortment of "Everyday" Shoes should be included in your stock if you are to get the biggest profits possible out of your shoe business.



T. Sisman Shoe Co.

LIMITED

AURORA - - - ONTARIO

KINGSTON TANNERY

That's where the HIGH GRADE STAPLE LEATHERS are made. HIGH GRADE because of good tannage, uniform substance throughout, properly stuffed or fat liquored as the case may be, perfectly set, and because of the good results they show in the cutting room.

These are some of them :

Elk in Black and Colors

Russet Oil Grain

Mennonite Grain, Black and Red

Combination, Smooth and Boarded

Russet and Black Collar Leather

Vegchrome, Black and Chocolate

Imitation Gun Metal Pebble

Ooze Splits in Colors and Black

Write to-day for samples and prices

A. DAVIS & SON, LIMITED
Kingston, Ontario



On the Strength of Their Saleability

You should, at all times, have a stock of Yamaska Brand Shoes. They're sure steady sellers, the kind upon which you can always depend for an ever-flowing source of revenue.

They're just what the great majority of the people want in Style, Fit, Service and Price.

You could'nt do better than make your Fall 1914 orders read: "Yamaska Brand"

La Compagnie J. A. & M. Cote
St. Hyacinthe, P. Q.

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?



**McDermott Shoes Are
Always Pace-makers!**

You always find the very latest of styles and fabrics embodied in the McDermott line of women's shoes—and it is really surprising how many new samples there are going out at the start of a season as "feelers," that catch the eye of the trade and prove to be splendid sellers.

This is just another instance showing why it pays to sell McDermott shoes.

Head the sales race in your town—don't plod in the rear.

THE McDERMOTT SHOE CO.

Women's Shoe Specialists
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 Street, Toronto

MUCH ENTHUSIASM HAS BEEN
MANIFESTED OVER THE GREAT
RETAILING POSSIBILITIES OF THE

Aird Line of Turns and McKays

for Men, Women, Boys and Youths. That this is merited, a glance at our samples would speedily convince you.

You could easily see that we have the styles which are rapid sellers and substantial profit producers at popular retail prices.

See our Samples for 1914

AIRD & SON -:- MONTREAL

Small Shoe Slides

Particularly new this season are the new small effects created by us and now proving very big sellers.

Our line of Shoe Ornaments this year is the most original and extensive that we have ever shown.

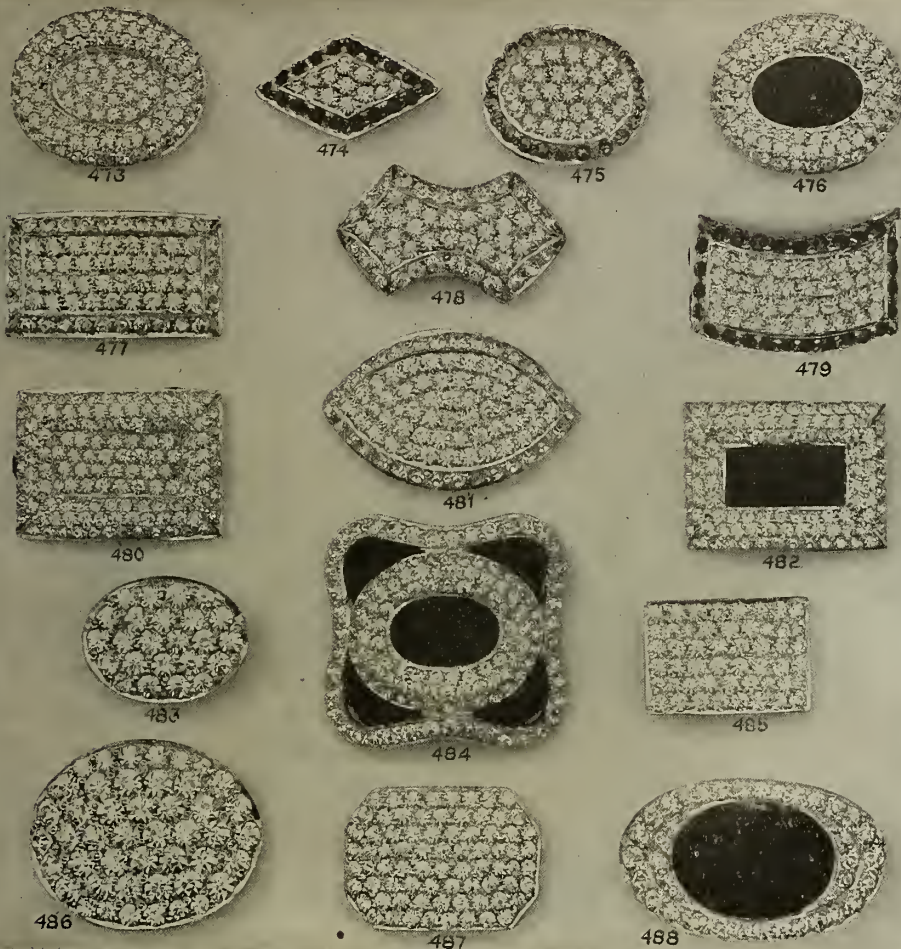
Our Canadian Representative, Mr. Wm. J. Cowen, Coristine Bldg., Montreal, will be pleased to show you our many new novelties.

Our Catalogue awaits
your request

FISHEL NESSLER COMPANY

Largest Manufacturers of Fine
Shoe Ornaments in the World
184 Fifth Ave., New York City

Established over a Quarter
of a Century



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, 21 Scott St.



No. 15—7-inch leg.

If
you
want
the
Best
use



**JOHN BULL
Larrigans
and
Leggings**

Made
by

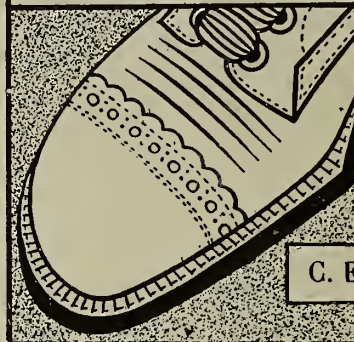
NOTE OUR PATENT STRAP

**The R. M. Beal Leather Co.
Limited
Lindsay, Ont.**

The Twentieth Century Shoe has a place in most progressive shoe retailers' stocks.

It has all the qualities essential to the making of a really good shoe and is an easy seller and sure profit maker.

Your Fall 1914 stock will not be complete without a good assortment



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

Boys' Retail at
\$3.50 - \$4.00

The
C. E. McKen Co. Quebec

THE **M** SHOE



MADE ONLY BY

**Valentine & Martin
WATERLOO, ONT.**

**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.*

Kleansk 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



NO DIAMOND  TRADE MARK
No Fast Color

Get this fact firmly fixed in your mind. It may be the means of saving you considerable annoyance and inconvenience; for, if you will insist that the diamond trade mark shall appear on the surface of the eyelets in the shoes you order, you will be entirely free from any complaints regarding "Brassy" eyelets. Fast Color Eyelets are the only kind that cannot wear "Brassy." They enhance the good appearance of shoes more than any other accessory used in their manufacture; and, made as they are, with celluloid tops of solid color, they do not grow old but retain their bright, new appearance long after the shoes are worn out.

The diamond trademark is a sure cure for all eyelet troubles. Only the genuine Fast Color Eyelets have it.

United Shoe Machinery Company
 of Canada
MONTREAL, QUE.

122 Adelaide St. W., Toronto 492 St. Valier St., Quebec

Rideau Sales Steadily Increase

The great popularity of the new lasts plus the proven sterling worth of the older styles have placed the Rideau line in a pre-eminent position among the Canadian shoe trade.

In the midst of the recent general stagnation in sales, Rideau shoes have sold as steadily as usual, proving that their genuine worth more than offsets any caution in buying due to hard times.

Let our salesman explain them to you more fully.



The Rideau Shoe Co., Ltd.

103 Latour Street
Montreal

SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

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Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Dry Goods Record, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 3

TORONTO, FEBRUARY 2, 1914

\$1.00 per Year ^{In-}Advance
Foreign Subscription, \$2.00

What Canada is Buying from Other Countries

The Imports in Footwear, Sole Stock and Certain Other Imported Lines Larger Than for Some Years Past—United Kingdom is Sharing in the Heavy Purchases Which Dominion is Making—Figures That Tell Their Own Tale as to What Lines Canadian Producers Are Holding Their Own and in Those They Are Not

Statistics are always interesting as they furnish an index of the expansion or decrease in national, as well as individual undertakings. Canadian import trade has been growing rapidly of late and the following report of purchases of leather, shoes, harness, etc., from other countries needs but little comment as the figures explain themselves.

The SHOE AND LEATHER JOURNAL is indebted to F. G. Clarke of the firm of Clarke & Clarke, Toronto, and former chairman of the Tanners' Section of the Toronto Board of Trade, for the attached table, covering the last four years.

It will be seen that with very few exceptions, the imports in leather of all kinds, tanned and dressed as well as boots and shoes, are advancing steadily. In some instances the reports for the fiscal year ending March 31, 1913, show an increase from 25 to 50%. The most notable declines is in dressed calf, goat and sheep leathers as well as in enameled leathers, harness and saddlery. It will be observed that the

heaviest increases in imports are in boots, shoes and slippers, both from the United States and the United Kingdom.

The total imports of footwear from the United States for the fiscal year for March 31, 1913, was \$3,587,491, as against \$2,463,729 for the previous fiscal year, showing a gain of practically 50%. In sole leather there has also been a large increase in imports both from the United Kingdom and the United States. There is also an advance of 50% in the imports from the United States of calf, goat, or sheep skins tanned. The growing figures in glove leather, tanned or dressed, upper leather and chamois skins and other lines will also be seen by reference to the following table which has been compiled from official sources and is, therefore, reliable.

The letters "U.K." stand for United Kingdom, and "U.S." for United States, and the third abbreviation is for "Other Countries." It would be advisable to cut out this table for future reference.

Figures for the last four fiscal years in Shoes and Leather

| | 1910 31st March | | | 1911 31st March | | | 1912 31st March | | | 1913 31st March | | |
|---|--------------------|-----------|----------------|--------------------|-----------|----------------|--------------------|-----------|----------------|--------------------|-----------|----------------|
| | U.K. | U.S. | Other C't's | U.K. | U.S. | Other C't's | U.K. | U.S. | Other C't's | U.K. | U.S. | Other C't's |
| Sole Leather..... | 67,516 | 14,253 | | 100,723 | 15,947 | | 69,020 | 30,574 | | 83,607 | 63,798 | |
| Belting Leather..... | 184,500 | 7,317 | | 175,789 | 15,530 | | 163,687 | 10,096 | | 252,286 | 10,451 | |
| Upper Leather not Dressed, Waxed, or Glazed..... | | 4,454 | | | 1,147 | | | 2,115 | | | 14,736 | |
| Calf, Goat, or Sheep Tanned.. | | 4,915 | | | 69,093 | | | 27,678 | | | 55,355 | |
| Calf, Goat, and Sheep Dressed, etc..... | 90,349 | 184,493 | 34,549 | 159,332 | 324,884 | 25,977 | 231,885 | 432,841 | 31,625 | 199,226 | 368,654 | 4,070 |
| Lea, Glove Tanned or Dressed | 18,552 | 548,180 | 22,279 | 27,637 | 506,227 | 31,651 | 19,179 | 577,273 | 10,474 | 16,628 | 796,342 | 16,598 |
| Harness Leather..... | 32,479 | 2,505 | | 14,928 | 2,259 | | 2,064 | 4,460 | | 15,413 | 9,832 | |
| Upper Leather and Chamois Skins..... | 60,472 | 135,717 | 472 | 56,067 | 238,337 | 2,402 | 61,344 | 195,094 | 1,410 | 91,422 | 271,582 | |
| Enamel'd Leath'r and Morocco | 5,564 | 60,935 | 911 | 8,331 | 133,801 | 1,151 | 2,717 | 106,348 | 800 | 4,753 | 43,136 | 118 |
| Tanned Skins for Morocco.... | 9,766 | 7,682 | 812 | 6,706 | 11,104 | 4,270 | 3,105 | 3,465 | | 15,787 | 12,410 | |
| Tanners Scrap Leather..... | | 5,523 | | | 3,209 | | | 3,035 | | | 6,551 | |
| Boots and Shoes, Slippers, etc. | 182,485 | 1,338,952 | 395 | 316,894 | 1,779,923 | 3,271 | 387,720 | 2,463,729 | 2,204 | 542,848 | 3,587,491 | 31,941 |
| Harness & Saddlery..... | 38,080 | 137,488 | | 68,235 | 170,956 | | 53,521 | 198,297 | | 77,217 | 165,866 | |
| Leather Belting..... | 19,499 | 51,464 | | 23,368 | 53,899 | | 21,604 | 106,951 | | 49,595 | 204,229 | |
| All Other Manufacturers of Leather Dressed Waxed or Glazed and Rawhide..... | 255,514 | 684,882 | 18,288 | 211,352 | 721,796 | 25,681 | 148,474 | 995,171 | 23,449 | 524,415 | 2,067,312 | 43,343 |
| | 964,776 | 3,188,760 | 77,706 | 1,169,362 | 4,048,112 | 94,403 | 1,164,320 | 5,157,127 | 69,962 | 1,873,197 | 7,677,745 | 96,070 |
| Total..... | 4,231,242 | | | 5,311,877 | | | 6,391,409 | | | 9,647,012 | | |

Some Examples of Ingratitude in the Shoe Trade

The Way Certain Persons Make Use of Others and When They Have Secured All They Can, Renounce Those Who Have Done Them Favors—Thanklessness Seen in Many Departments of Mercantile Life

Gratitude has been described as a lively sense of favors to come but a rapidly vanishing feeling after the favors have been extended.

Every traveler knows this, so does every shoe retailer, jobber and manufacturer. Special favors will be extended or certain concessions granted and the recipient is very thankful at the time, but as soon as he rounds the corner, financially, too often he is inclined to forget all that has been done for him. But it takes all kinds to make the world.

A leading Canadian jobber, speaking of persons kicking down the ladder by which they had climbed, said, "Fortunately, we have ceased to worry much about this thing now as we get enough business to not bother over the slights and rebukes which we receive. Some years ago, and this case is only one in many, an eastern retailer failed in business. His credit was gone but the fellow had brains, experience and ability, and, after the crash, was anxious to continue in the game. He got about five hundred dollars together, and came to see what we could do for him. He wanted a stock of two or three thousand dollars to start again. Of course, if he had no money we would not have given him any credit for we would have all to risk and he nothing; but when a good man has some capital and is willing to make the venture, we think that he will strive harder to score a success, for he is anxious to protect his own.

How He Threw Them Down

"Well, things went on until the dealer owed us something like ten thousand dollars, but at certain times he would reduce it to six and seven thousand. Then, as his business grew and his credit became better, travelers from other houses, principally in the manufacturing line, began to call on him, but mind, they had let him severely alone when they thought he would never get on. Just to induce him to purchase, they quoted a little lower price on certain lines on which they specialized than we were able to do. The dealer paid these houses up promptly and took advantage of the discounts to keep his credit good. He began buying less and less from us.

"Finally, he ceased to give us any orders and told us that we had been charging him too much. We pointed out to him that, in order to secure the goods a few cents cheaper direct from the makers, he had to buy in case lots, order the merchandise weeks and even months ahead, and that he could not sort up on them the same as he could with us, and, as a consequence, had more odds and ends at the close of each season, which had to be cleared out at a big reduction, and offset any advantage he might have in buying a few cents less per pair. We emphasized that, in dealing with us for years as he had been, he was able to buy six, ten, or fifteen pairs, had the benefit of having them shipped at once, could assort on them at any time desired, took less risk, and could get along with less stock. Surely these concessions were worth something, but he could not or would not see it in that light, even after we had carried him for years. He used us until he was independent of us, and then he had no further concern for our establishment. We took all the chance, sold him the goods at the same rate as we had others, and might have lost thousands of dollars. But this was of no avail as soon as things began coming his way," concluded the jobber.

Took Credit—Paid Others Cash

Now for the retailer's side of his woes. A Hamilton shoe merchant said, "Yes, we have many glaring cases of thanklessness. I will give you just one instance. A custo-

mer, whom I shall call Kennedy, had been dealing with me for some time. He was a moulder by trade, and had a wife and family of five children. One day he was severely burned about the arms and breast with molten metal and had to lay off work for some weeks. In the meantime the children were getting out of footwear. The family, who had little or no money laid by, secured credit from me and ran up a bill of sixty three dollars for shoes. The father finally got well and went to work again.

"We noticed that none of the members had been in for several weeks and wondered what was the reason. One afternoon I called around to the house and questioned the wife. She said that they were not patronizing me any more, that they were going to R—'s for their shoes as they considered he gave them better value. Now this dealer happened to be a particularly good friend of mine, although a competitor in business. I dropped into his shop and asked about the Kennedy family. He told me they had paid cash for all their goods and had never asked for credit. I tried for weeks to get that bill, and even put it in the hands of a collector. From that day to this, not a Kennedy has entered my door, and I have never been able to secure a dollar of the money, although the father is working every day at a fair wage. They had used me as much as they could and this single act, along with some others, I might name, drove me into doing a cash business. I determined never to be caught again, and I now have shut down on any credit, for I have had been bitten too often. People would come to me for credit, when they had no money, but when they had the cash they would go somewhere else."

Now He is a Friend No Longer

"Yes," declared a traveler," we all are up against the same thing. A friend of mine, who had no experience in the shoe business, but had accumulated several hundred dollars capital, was anxious to know if I could put him next to a good thing. Now, in my territory, which I had studied closely, I happened to be wise regarding a fine opening for a high-class shoe store. There was not a live dealer in F—, and the best people were sending out of the place to the city for their footwear, evening shoes and dress shoes particularly. I told Brown, for that name will answer, for he certainly did me up brown, of the chance, and he was keen to make a start. I went down with him to the town. We secured a fine, well laid out store at a moderate rental, and then we came back to the factory. I picked out the lines that I was sure would sell, and made favorable arrangements with the house for the payment. Then, for his women's and children's goods we went to other firms, for we make only men's.

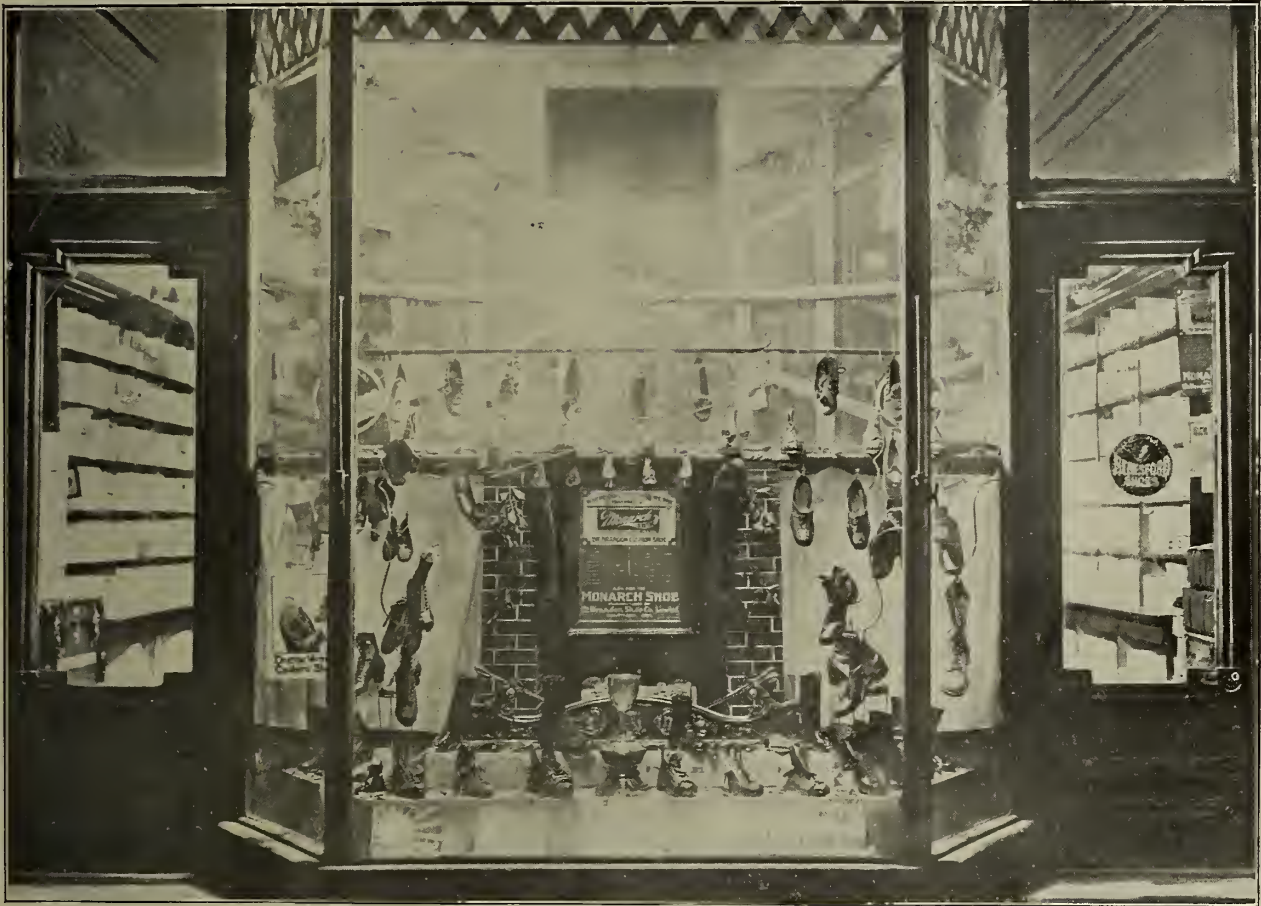
"It happened to be in June. I was through with my fall selling trip, and took particular pains to see that Brown was rightly launched. I wrote his opening announcements for the papers, dressed his windows, and stayed with him for several days, helping him arrange his stock and installing the best system that I knew, for I had been in the retail line myself in the early nineties. Well sir, things came the way of Brown much better than he had expected. He engaged a couple of capable clerks, and was on the job every day. He gave good value for the money, and thanked me warmly for seeing off to such a fine start, promising to never forget what I had done for him. The next season or two he gave me nice orders and then he began to grow lukewarm. I noticed that other lines of men's shoes were on the shelves. Now, I did not expect to "hog" his trade and made no complaint. Each season his order for my stuff grew perceptibly less and to-day I get the go-by. That's Gratitude with a big G."

Windows Which Put the People in a Purchasing Mood

Various Clever Conceptions to Capture the Eye—Accessories Which Were Used with Good Effect—How Different Trimmers Worked with Patience, Skill and Foresight—What the Strong Points Were in Each Presentation

The holiday window of Weiss Bros., Napanee, which has been awarded first prize in the SHOE AND LEATHER JOURNAL in the Town Competition, was designed by E. B. Weiss, and represented the new model of a fireplace. The flooring was of hardwood, while in front of the fireplace it was of tile. The mantle was made of wood, covered with crimp paper which represented brick. On each side of the hearth were silk curtains. The fire effect was produced by three gas logs, which were lit at night. Around was a brass finished guard, while at the side hung two stockings, from the top of which protruded a slipper. This interesting

that town, and has been deemed worthy of second prize by the judges. This window attracted such widespread interest early in December, when heavy goods, lumbermen's rubbers, etc., were shown, that extra efforts were put forth to remodel it for Christmas. A miniature slab shanty, with roof covered with batting and sprinkled with diamond dust, to represent snow, was the main feature; the latch string hung on the outside of the weather-beaten door, over which was seen the old time horse shoe, "for luck," with a spray of holly. A nigger boy "with wheels in his head" that kept his eyes turning, stood near the chimney—the card read



THE HOLIDAY WINDOW OF WEISS BROS., NAPANEE, ONT. AWARDED FIRST PRIZE IN TOWN CLASS

trim was much admired, and to quote, or rather misquote, Goldsmith, the poet, "They who came to look, remained to buy," might be said of the spectators who viewed this striking window display. Mr. Weiss believes in changing his window every week, and reports a good business record for the past year. Over a thousand Christmas cards were sent out by mail to the customers of the firm. Weiss Bros. make a specialty of high grade shoes and slippers, and they carry a large stock of hockey boots, hockey being the favorite sport of E. B. Weiss during the winter months, while, to encourage the boys in their efforts to keep hockey a good clean sport, he is donating a special silver cup, which was exhibited in the window.

Nigger Boy Watching for Santa

The Christmas holiday window of Fred. R. Foley, of Bowmanville, was one of the most fetching displays ever seen in

"Watching for Santa Claus." A large slab, ten feet long and ten inches wide, extended across the back of the window. On this were placed the club bags and suit cases. Beneath the slab was a fine Christmas scene (one of Denison's special crepe paper designs) which, however, did not show up in the photo. The background beneath the scene was of rough bark. The floor was spread with coarse sawdust, while a big, black bear rug occupied the centre. In the corner near the entrance was an old stump, upon which was seated an owl, through a knot hole peeped another owl, while two grey squirrels and a wild duck appeared at the base. A fine deer's head in the corner of the store was visible through the back window. In the opposite corner was a snow bank, upon which were placed moccasins of all sizes, around the old Indian head that F. J. Weston & Sons made famous. The shoes, slippers and hockey boots were displayed on rough blocks, slabs and shoe stands. A few small,

neat and catchy Christmas cards, which did not obstruct the view in any way, were placed suitably, and a sprig of holly was set in each shoe.

The reflection of small lights across the street, which were noticed too late, somewhat marred the effect of the picture. Mr. Foley states that they were very proud of their front and received a great many compliments. The ladies' window was even more pleasing to the eye than the rustic window described above, and was exceptionally pretty, though it perhaps, did not show as much character and originality as the other.

Specializing in Many Lines

The Burns Co. Limited, Oshawa, in their Christmas display, made use of just a sufficient amount of flowers and bells to give a holiday effect, without detracting the attention of the onlookers from the goods. For the floor of the windows white cheese cloth was used, puffed in with a border of flowers along the front of the window. Each line of goods was shown in a class by themselves. All kinds of men's slippers were displayed, with a card which read: "Useful Christmas Gifts sure to please the men." In this section, boys' boots were also shown. In No. 2, on the lattice work at back of window, were seen children's leggings, rubber boots, overshoes, hockey boots, a pair of skates, a pair of boy scout's high boots and infants' white and black rubbers. On the shelf were placed rubbers in such a manner as to show the strong points of the heavy soles and heels for boys and children, also a couple of specials in boots for men, at \$2.50 and \$2.98. In the front part of this window were all kinds of children's slippers, set in pairs, with card, telling size and price, while back of these were shown all kinds of children's shoes, set in groups, at low prices. No. 3 showed all kinds of shoes for women for house wear, and on the bottom and on the lattice work on top, was a display of fifty cent slippers. No. 4 was left for children's higher priced shoes and infants' soft shoes, with a divider between them and the women's, where were seen some \$2.50 specials, behind which were placed some moderate priced shoes.

Section No. 5 had two displays at the back of the window. One was an exhibit of all the new styles for evening wear, including fancy buckles for slippers—the other display consisted of women's tans in all the latest shapes. The bottom part of the window was left for Empress shoes exclusively, all kinds being shown. As suggestions for a useful and acceptable Christmas gift, along the front of the window were the makers' boxes, wrapped up, with Christmas tag on each, all ready to be presented. Along the front, a couple of pairs of satin evening shoes were also set. A white doily was placed under each shoe on the stand to bring it out clearly in relief. A card in the corner of the window read:—"For mother, sister, or wife—what more useful gift than a pair of these nice shoes?" In No. 6, the whole window was devoted to men's working boots and heavy rubbers, with felts and socks for winter wear. All kinds of high lace boots and rubbers were displayed, as well as overshoes, moccasins, waterproof dressings and all kinds of felt and cork insoles. In No. 7 window were displayed men's Hartt shoes and men's lower priced fine shoes, while, in the centre of the window, separated by two dividers, were hockey boots of all kinds, automobile skates, with an electric automobile skate flasher in the back. Throughout the windows were several small tags, with Christmas greetings, attached to the shoes.

In sections Nos. 1, 2 and 3, cards were used on all the small groups, which read, "Useful Christmas Gifts—sure to please." Then the price was marked, beneath which were the words, "A Merry Christmas and a Happy New Year—The Burns Co. Ltd." These cards were also used in a smaller size in the window showing men's working boots, where suit cases and club bags were likewise displayed. All the

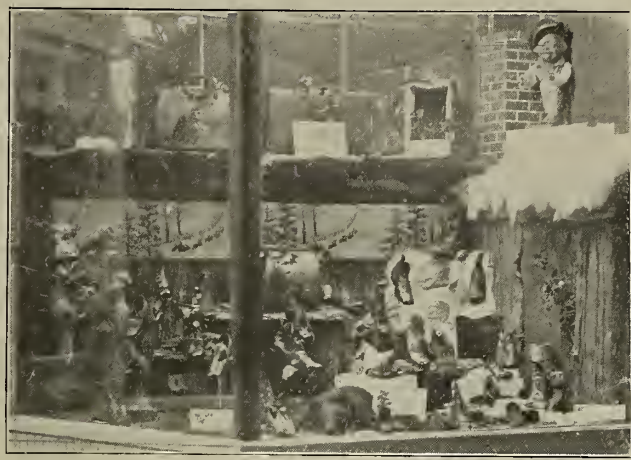
show cards were written by Harry J. Fox, with the Burns Co. Limited, who is also responsible for the clever arrangement of the remarkably varied assortment of choice gift suggestions. Before entering the employ of the Burns Co., last spring, he was with the J. J. Haines Shoe House at Napanee, for over five years. Mr. Fox considers no window is complete without show cards, and believes they are one of its strong points. The Burns Co. of Oshawa have eighty feet frontage, and the photographer found it necessary to get back quite a distance, in order to secure all of the windows, and for this reason, the photo is not as clear as one which could be obtained of a smaller window from the edge of the walk. These Yuletide windows proved to be excellent sellers, as the goods were arranged in such a way that a customer, by glancing around carefully, could make his selection before entering the store. Although such a variety of goods was on display, the windows were not overcrowded, many of the shoes being surrounded by plenty of space, which afforded the spectator an excellent chance to obtain a good view.

Doll, Toboggan and Evergreens

The ladies' window in the Christmas display of the C. E. McKeen Shoe Store, Victoria, B.C., was on the right, and had an extensive showing of ladies' slippers in felt, boudoir and moccasins, with a variety of colored satin evening shoes. The bottom of this window was covered with pure white cotton batting, sprinkled with mica to represent snow. Holly, with bright red berries, was placed between the shoes. In the centres was a toboggan, five feet in height, surmounted by a sleigh, decorated with red and green angelica, bells and red ribbon. On the sleigh was seated a large doll, dressed in white, with white sweater and red toque. On each side of the toboggan were three Christmas trees, ranging from one to four feet in height, with cotton batting on the branches to represent snow. Two wreaths made of pine leaves and cones, trimmed with holly, hung from the centre. A magnificent effect was created by lighting the windows with 18, sixty candle power lamps in green and white. In the centre of the men's window stood a large Christmas tree, 7 feet in height, with snow covered branches, cotton batting being used for this. From the branches hung eight Angela bells, and beneath the tree were four red, sixty candle power lamps, which gave a wonderfully brilliant effect. The plate glass stands were covered with drooping cotton batting which appeared like icicles, and the mirror at the back was decorated in like manner. Fine bunches of holly were placed between the stands and the shoes, and the window showed an excellent display of men's slippers, pumps and boots. The store itself was also very prettily decorated. A roping of five hundred feet of cedar was draped from the centre of the store to the top of the fixtures, the centre being decorated with six large angela bells, 18 inches in diameter, and four dozen of the smaller size, ranging from three to eight inches in diameter. Twelve large palms placed on the fixtures, completed a perfect scheme of decoration. The photos of this beautiful display also failed, like many others, to do justice to the windows depicted, and in looking at the pictures, which will be used later, in order to appreciate what they represent, one should carry in the mind, the description given of the beautiful colored lights and other details. The residents of Victoria, who had the advantage of viewing these handsome Yuletide decorations, fully appreciated the artistic taste shown, and the successful results of the efforts of Chas. L. Griffin, manager of the C. E. McKeen Shoe Store, and their favorable comments were to the effect that the windows were a credit to the company and the manager.

Santa Sat on Rubber Box

One of the fine windows in the Christmas display of the Abernethy Shoe Co., of Kingston, Ont., was devoted to



THE HOLIDAY WINDOWS OF F. R. FOLEY, BOWMANVILLE, AWARDED SECOND PRIZE

women's and children's slippers, ladies' traveling goods and accessories, such as shoe buckles, fancy button hooks, shoe horns, etc., while the other window had a showing of men's, boys' and little boys' shoes, hockey boots and slippers, as well as traveling goods. The pillar in the corner of each window was covered with evergreen and had shelves, about eighteen inches above each other, covered with white cotton batting, the floor was also covered with batting. Frames, covered with white cheese cloth and batting, were made for all mirrors, and over each centre mirror was a "Merry Christmas" sign, in purple letters on gold cardboard. All glass stands were covered with batting and tied with red baby ribbon. Real evergreen covered the edges of all frames, and silver tinsel was used to form cross bars over the mirrors, on which were hung infants' bright red slippers (in the women's window) and small red bells in the men's. In each window was a rubber box covered with batting and tied with red baby ribbon, and on each box stood a Santa Claus, while in the centre of both windows hung a card, referring to holiday gifts. On taking the photograph, the card in one window was removed, as it caused too much reflection, and a large dark card, with buckles, was substituted. The little windows, which were independent of the others, were white and trimmed

to correspond with the larger ones. They were lighted by themselves with green shades. One large window was lighted with red lights, while the other had green. The beautiful effect created by these lights caused people to stop and admire, and made a wonderful impression.

A Cross, a Star and a Crescent

An original Christmas window trim was shown by F. Sutherland, boot and shoe merchant, of St. Thomas, and was designed entirely by P. C. Smiley, who is employed in the store. On account of the dark colors and position of the lights in the windows, the photos were not very clear and did not show up the display to advantage. From the ceiling of each window, two bars, covered with red and green crepe paper (and having a small twig of cedar hung from each end), were suspended, while from the centre hung a small red Christmas bell. The centres of the floors were dark red, with an eight-inch border of light green crepe paper, and the lights were covered alternately with green and red crepe paper. Each window was supplied with a cross, a star, and a crescent, or half moon, set on pivots, so that, by turning them round, any article attached could be easily removed, without disturbing the rest. These were constructed of wood and covered with green canvas,



THE SPLENDID YULE-TIDE DISPLAY MADE BY BURNS SHOE HOUSE, OSHAWA

on which cedar twigs were sewn, while the edges were bound with an inch wide strip of dark red crepe paper. Here and there poinsettias were placed to lighten up the green background. The cross was $4\frac{1}{2}$ feet high, and 4 inches wide, and at arms, 28 inches from one end to the other. The star had five points and was four inches in diameter from the tip of one point to the other. The crescent was five feet in diameter and eight inches at the widest point. In the ladies' window, the cross showed infants' white and red booties, slipper soles, and dancing pumps. The star was decorated with dress boots of the very latest design, blue boudoir slippers and Rhinestone buckles. The crescent had infants' booties in all colors, children's slippers and ladies' blue dancing pumps. On the floor were seen slippers in various shades and cuts, ladies' pocket books, slipper soles, baby doll pumps and shoes of the latest design, set on a stand. At the left hand corner was a lady's tan folding club bag and traveling set, and different lines of slippers and shoes. At the back of the window and top of shelf were several lines of club bags and suit cases, opened, from which hung children's colored gaiters. The cross (in the gentlemen's window) showed men's grey spats, chocolate Romeos and slipper soles. The star, different styles of men's slippers, shoe arches, cushion heels, polish brushes and laces. The half moon held men's dancing pumps, tags for trunks and club bags and slippers. On the floor were shown the latest styles in men's slippers and shoes, hockey shoes, club bags and traveling sets. Suit cases, club bags, gaiters, leggings and moccasins filled up the rear of the window and the shelf. Both windows showed the same colors and materials, and the entire cost of the decorations was \$4.25. The original windows have been thus minutely described as the photo did justice neither to the layout nor coloring. To arrange two windows with such a variety of articles must have required a large amount of patience and not a little skill.

An Old Shoe of Years Ago

Highly polished mirrors occupied the whole of each window in the Christmas display of James McClinton, Jr., of Goderich, Ont. The lattice work and the designing in the rear were made of lathe, planed and painted white, which was dressed neatly but not gorgeously, with red and blue ribbons and small Christmas bells. From the top of the lattice work to the top of the window glass were extended several evenly coiled, or rather twisted, paper ribbons. There was a uniformity and proper succession of colors, namely, green, blue, red and white. On the lattice work were placed the special Christmas slippers and dancing pumps, the latter being given prominence in the centre, as a series of dances and other social functions were to be held in the town very shortly. The bottom of the window was loosely covered with cheese-cloth, beneath which was a white surface of cotton. In the gentlemen's window, special prominence was given to a walrus club bag and a few hockey shoes. But the most interesting object in this window was an old shoe worn about the year 1885. It was very large, coarse, and would weigh probably five pounds, on account of a heavy iron sole and heel. Placed at an angle with this was the latest gun metal shoe. This seemed to make a hit, and as a result, many inquired concerning the old shoe, and naturally attention was drawn to the other shoe by comparison. The shoes were placed on polished nickle stands, while a few pairs of foot-easers and boxes of corn pads added a little variety.

In the ladies' window, some attention was paid to winter slippers of felt, cotton and silk material. Here were displayed two each of suit cases and ladies' club bags. The background frame was of a different model, but the coloring was of a similar uniformity. Illustrations of the foregoing windows will be published in a later number of the

Got a Good Price on a Live Line

"The greatest hardship in the retailing of women's shoes to-day, is how to clean up low shoes, for it is a well known fact that the spring, or low shoe, season causes more worry to the average retailer than all other seasons of the year combined," said a sales manager recently. "It is true that a greater margin of profit can be made on low than high shoes, but the season being so short and the styles so varied, it seems quite impossible to make a general clean-up such as most merchants do in their boot season.

"The merchant of to-day is wiser far than he was a few years back, and there is no such thing as a small town merchant any more. By that I mean that the merchant in the small town is just as much alive to what is new as the big merchant in the larger city, for he is constantly reading about the new things, and is forced to buy them whether he wills or not, for there are a sufficient number of "live-wire" young girls in small towns who do most of their shopping in the near-by cities, and it is while on one of these shopping excursions that they purchase a pair of the latest things in footwear.

"And since they are very liable to be led, as far as dress is concerned, in the little town in which they live, they create a demand for the new styles in shoes, and so the small town merchant is compelled to place them in his stock.

"Most merchants are awakening to the fact that they must get more profit for their merchandise, and if they are fortunate in having the right thing at the right time, and have nerve enough to ask not only a legitimate profit but will add another fifty cents a pair margin to a particularly new style, they will have no trouble in securing the additional profit asked; for, it matters not how good the material that has been used in the shoe, they must first attract the customer's eye before they can extract her money, and a style that is pleasing and is having the call will bring any price asked within reason."

Use More Space in Dull Times

The convention of the National Shoe Retailers' Association, held recently in New York City, sounded a high note in regard to the necessity of live retailers using space in the newspapers.

William Laird, of Pittsburg, who has had a successful business career of more than thirty years, said, in part, that "Advertising gives your customers confidence in you and increases your confidence in yourself. It is profitable investment in every season, and to lessen your advertising space in 'dull times' is ill advised and often costly." He spoke on "how to make the shoeman more successful," and declared that the most successful and largest retailers today were liberal patrons of printers' ink.

In discussing "Customers' Complaints and Their Treatment," Harry Hahn, of Washington, asserted that nine out of ten of the complaints which shoe merchants receive arise from the fact that customers have purchased shoes that are too short for them, and breaks have occurred in the leather. Most of these complaints, he added, come from women, who buy shoes much too small for them.

A. C. McGowin, of Philadelphia, who is manager of the shoe department in the Wanamaker stores, told of the operation of the system of commissions to salesmen in those establishments.

"We have used the commission plan five years and I indorse it heartily," he said. "In general, my practice is to give a commission of five per cent. on kidskin shoes, four per cent. on calfskin and three per cent. on patent leathers. Salesmanship consists in selling to the customer what he should have, not necessarily what he wants. When the salesman knows one article is better than another he should try to convince him of it.

What Will Be the Future of the Small Dealer?

He Is Incorporating Method With His Business, Showing the Customer Real Service and Getting After New Trade His Outlook and Prospects Are Bright—Coming to His Own

By E. ST. ELMO LEWIS

Ever been to the movies? Do you remember one picture where you way off in the distance you could see a tiny moving speck? Nearer and nearer it came; it continued to grow larger and larger; now you could make it out, it's man on a horse, he is rushing toward the camera; he grows bigger until he reins up in front of you, full size.

That's just like the small dealer to-day. We see him now through the convex glass, he looks small and harmless, incapable, but take it from me, twenty-five years hence—maybe before—the small dealer will come into his own. He will be the king pin of the business world. He will be a business specialist.

There is a growing sentiment in favor of the specialty shop. The big manufacturer recognizes, or at least he will recognize, small retailers as his barometer of stability. And is not the small dealer truly the one who keeps the manufacturers' machinery turning? Does not the output of the factory vary directly with the business of the retailer?

We are going to come back to the small dealer who is a specialist in his line, who is an expert in things relating to his business. He will be well posted in advertising, window trimming, in store arrangement, in stock keeping, cost keeping, in order system, etc. The small dealer hasn't had the chance. I believe he wants the chance to better his conditions. The present advantage of the department store is that in our present state of civilization in business we have just reached the point where a comparatively few people have the advantage of capital and relatively efficient systems of bookkeeping, cost keeping, selling experience, etc.

The department store is managed by a man who is trained in modern methods, and so the business grows and attains great proportions.

Walk Side by Side with Big Fellow

But, what's going to happen when some of this same valuable information has sifted through so that all the little business men have good systems, have proper training in their particular line? That little man will walk side by side with the big fellow.

"Why?" You may ask.

Because the big store is fundamentally inefficient in this: that the actual selling for which the store exists is done by authority relayed and relayed from the general manager down to Fluffy Ruffles, the \$5.00 a week sales girl, to such an extent that these sales people who come in contact with the customer lack the proper interest in the business. They are not proficient. They are not expert. They do not, they cannot reflect the personal pride, the personal instinct that the proprietor takes in his business.

The Unit as Factor in Business

Business is going to be transacted in more equal units. Everything is favorable toward such a condition. The manufacturer wants it. He hasn't said it in so many words, but here:—would not the manufacturer be better off with 40,000 retailers doing business with him, than 4,000, even if the 40,000 took no more goods than the 4,000? He would, because if his list is limited to the 4,000, his customers have a monopoly of purchasing power through which the manufacturer must take the price that is offered. On the other hand with 40,000 retailers on his books, the manufacturer has an opportunity to regulate his price by his consumer demand.

Stand on two feet Mr. Small Dealer! Throw out your

chest. Without you the wheels of business would cease to turn. Close your eyes and ears to the hullabaloo your cut-price competitor on Main Street is making. His sun is setting, yours has yet to rise. Incorporate method into your business. Show your customer real service. Get after new trade. This is an era of progress. How much have you made?

The future for the small dealer is so bright, it is dazzling. Will he take advantage of the many opportunities offered to him to change his position from the lower to the upper level?

I wonder if he will!

New Manager for Victoria Store

Charles L. Griffin, who was recently appointed manager of the Victoria Shoe Store of the C. E. McKeen Shoe Stores Company, first started in the shoe trade in 1896. He was born and brought up in Glastonbury, Somerset, England, one of the pre-historic towns in that land. Mr. Griffin's



first position was with Messrs. Edgehill & Son, where he remained for three years, receiving a thorough training, after which he took charge of the footwear department in a departmental store in Weinborne, Dorset. In 1902 he opened the most up-to-date shoe store for A. E. Jones, in the city of Newport, and three years later, took charge of one of J. Bishop & Sons' stores in Southampton. Hearing so much about Canada, Mr. Griffin decided to try his luck in the Dominion, and arrived in Winnipeg seven years ago. His first situation was with the Hudson Bay Company, managing their shoe department in Edmonton, but owing to ill health, he came to Victoria in 1911, being with David Spencer & Co., for two years. He has been with the C. E. McKeen Shoe Stores Company about eight months and a few weeks ago, was appointed manager of a new branch, which was opened in Victoria, this shop being one of the finest, best laid out, and admirably appointed in the west.

Practical Pointers on Good Show Card Writing

First Lessons for Beginners—Practically No Expense Need Be Incurred—Practice! Practice! Practice! This Alone in Show Card Writing Makes Perfect—Card Writing May Be Learned in the Smallest Store

By R. T. D. EDWARDS, with the Robert Simpson Co., Toronto

Did you ever stop to think how much you have advanced within the past year? How much have you really learned, so that you will be financially better in the future? If you have not thought this matter over, it is time you did, before you get to the age where it is hard to learn. Many clerks are content to go along in the same rut, and not think any further than the present, when they should be doing something to raise themselves higher up in the business world. Many hours are spent in idleness or pleasure seeking, which could be profitably spent in educating oneself with the object of bettering one's position. With the number of night schools and correspondence schools, one has plenty of opportunity of study, and still keep up the regular work. But necessarily, this means an outlay of money, and one of limited means very often cannot afford even the easy terms offered by them.

Card writing may be learned and made use of in the smallest of stores. If you can make a fairly respectable card, you are going to be the man who has a preference, when the time comes for the staff to be cut down, or if you are looking for a position, card writing ability will aid in securing it.

Beginning this month, there will be a series of articles on the first stages of card writing. Simplicity is the main object, so that even one to whom card writing is totally unfamiliar, may learn to write a respectable card within a year's time, if he will start with the determination to master the work. The cost of these lessons is almost nothing, for there is really no need of a lot of unnecessary tools for the beginner who works in a small store. Cards with endless scroll work and an unnecessary amount of coloring are the kind to avoid. The majority of beginners have a tendency to make fancy cards the first thing, but as time goes on, the mistake in this is seen, and then there is a return to the desire for a less gaudy class of work. So to save months or years

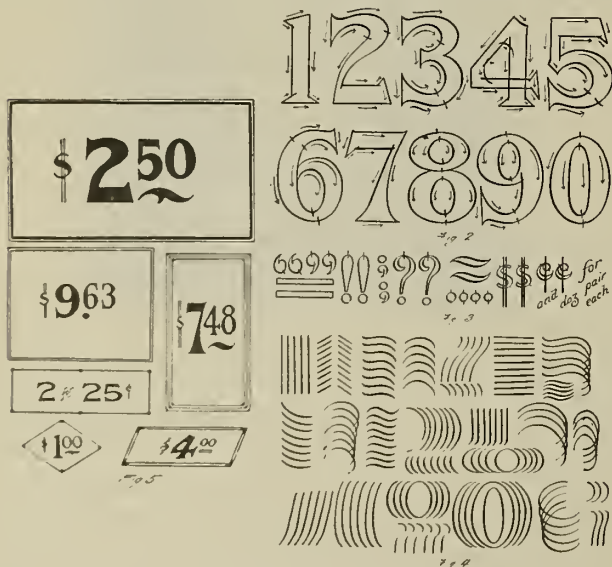
pen work, can be secured at the stationers'. For cardboard, use a good lithograph blank. This may be secured from the same place as the ink, in sheets, 22 by 28 inches. These cut up economically by cutting a sheet in half; then in quarters, eights, and so on. The work table should be placed in a good day light. Use a table with back about four inches



higher than the front and place it so that the light comes in from the left side. This will keep the shadow of your right hand off your work.

The figures and accessories demonstrated this month are made by the best method possible for beginners. The tool mainly used is a good heavy writing pen, with an ink retainer attached. This pen must be of good pliable steel, but it must go back into its place after every stroke. The reason that outlining with the pen is taught to the beginner is that it is the tool he has been used to at school, at business, or at home, while a brush is entirely foreign to him. First of all, one must get used to the following of the figure before there is need to worry about the manipulation of a brush. The figures are given at first and if these are mastered in a month, as much has been done as could be expected. The alphabet will follow in plenty of time. Perfect figures first and then it will be easy to make ordinary price cards.

Ask your employer to allow you to do all the store work and it will be found by so doing, one will get along twice as fast as if work were practised only in spare moments. Begin practice with the lines and curves shown in Fig. 4. Each one of these represents a certain part of a figure and the more they are made, the easier it will be to form the figures themselves. Draw each stroke in the direction the arrows are pointing and always work from left to right. This will prevent any smudge of the work already done. Figure No. 3 shows the formation of many accessories used in ordinary card writing. Hold the pen the same as an ordinary pencil, and work with an arm motion. Continual use of the fingers in making the stroke without the arm movement will cause them to become cramped. Never use ruler or compass in forming the figures, as this will only serve as a set back. It must not be expected that a perfect figure will be formed the first time. It will take a long time to become proficient enough to form a good figure perfectly. But always bear in mind that practice is nine-tenths of the battle. Figure No. 5 shows a few ordinary plain price cards, with this pen outline used, filled in afterwards with an ordinary camel hair brush. The card illustrated in this column gives ideas which can be used by more advanced writers.



of experience, it is best to benefit by the experiences of those who made the same mistake (like the writer) and start in by being prepared to make a simple letter show card.

To begin practice, the only tools necessary are a few good pen points—the stub is the best—one brush for filling in purposes, and a good ruler about two feet long. Other tools can be added as the work goes on. A good black show card paint for brush work and a good carbon black ink for

A Modern Shoe House Embodying Many New Ideas

How Chatham Merchant Has Both Pleasing and Practical Arrangements—Single Shelf System, Indirect Lighting, Basement for Heavy Traveling Goods and Office in Touch With Every Department of the Store

A year ago the shoe store of Geo. W. Cowan, Chatham, Ont., who has been in the retail footwear business since 1887, was destroyed by fire. Today, Mr. Cowan is doing business on the same site in one of the finest and most superbly appointed retail establishments in Canada. Some months ago in the *SHOE AND LEATHER JOURNAL* an extended reference was made to the palatial new home of this widely known Chatham dealer.

In this issue is presented illustrations of the magnificent front of his establishment and also the interior. The front (which was taken with a Christmas shoe display), is 13 feet in depth from the storm front to the entrance door. The window base is of white marble, the windows being of Kawneer construction. The window flooring is of white tile and the flooring of the entrance approach is of terrazzo work, with the name "Cowan's" inlaid. The woodwork throughout the store is of mahogany and the windows are fitted with plate glass shelves, while the back is of plate glass, thus affording a clear light into the shop. The window on the ladies' side had cerise silk velvet drapes, with yellow and white chrysanthemums, American beauty roses, and poinsettias. New goods in the way of ladies' stylish shoes and dainty Christmas slippers, along with other seasonable lines, were displayed, while skins in white, tan and other colors were exhibited. The men's window was also equally attractive. On the upper shelf of each window there was arrayed a splendid assortment of traveling goods, such as club bags, suit cases, grips, etc.. Mr. Cowan has always specialized in a strong traveling goods department. It will be noticed that the space on top of the ledge on either side of the store

is used to admirable advantage in displaying all kinds of sojourning requisites.

The interior view, looking toward the back of the store, reveals what a really handsome, well-balanced and cleverly-designed place it is. The single shelf cartoon system prevails throughout, the fittings being of mahogany, with a mahogany beam and panel ceiling. Each carton is white, with a uniform monogram label. There are four wall cases in the store—two on each side, which are brilliantly illuminated with electric lights. The lighting fixtures are of the indirect type, being in series and form one of the many pleasing features. At the front of the store is an artistic plate glass show case, with mirror at the back, which was made especially to fill the place it occupies. The floors are of hardwood and the heating arrangements are of steam. The basement is also devoted to the selling of rubbers and some heavy lines of footwear. Here, trunks are also kept and handled to good advantage.

Mr. Cowan conducts an exclusive repair department, and finds that it pays him well. His private office is at the rear of the store and is nicely furnished and connected with electric buttons to every department. The chairs, desks and counters, all harmonize with the mahogany fittings of the store proper, and no detail has been neglected to give balance and effect to every part of the establishment. Mr. Cowan's new business home is characterized by taste, good judgment and simple, practical ideas throughout. He is a public spirited and progressive business man, who believes in taking an active part in the affairs of the "Maple City." For four years he was a member of the city council, and in 1905,



THE NEAT AND WELL DESIGNED INTERIOR OF THE COWAN SHOE STORE, CHATHAM, ONT.



THE ARTISTIC AND IMPOSING FRONT OF THE COWAN SHOE STORE, CHATHAM, ONT.

served as mayor. He has again returned to the civic arena, being, as mentioned in the last edition of the *SHOE AND LEATHER JOURNAL*, chosen as an alderman, and in the board of trade and other civic bodies, he has also evinced a lively concern. He has certainly done his share to add to the imposing character of the business places of Chatham, by erecting one of the most inviting and well equipped shoe stores to be found anywhere.

Examine Yourself, Mr. Retailer

What do you know about your own store? Do you come pretty near knowing the "ifs" and "whys" of every cent—coming and going? How about your expense account? Is there a leak there? Was there an overcharge on that last bunch of cases? Were they routed the cheapest way? Were the cases checked off—or just taken for granted? asks Frank N. Terhune in the *Boot and Shoe Recorder*.

Did the goods come in O. K.? Have you a stock book to enter them in? Do you have these new goods tagged off or just put into stock any old way? Have you the right men looking after their respective stocks? Perhaps the individual in the men's department has a special knack with the children's department.

Do you have your inside fixtures polished and cleaned up as well as those in your windows? Do your chairs glisten the same way?

Who speaks to your customer first when she enters the door? The errand boy, the new, inexperienced salesman, or are you or your head man right on the job?

Is your customer made to feel that she is in the right store? Did you assign the right salesman to wait upon her? Has she bought more than one pair of shoes—the pair she intended to buy, or did your salesman show her that it was absolutely necessary nowadays to have at least two pairs? Perhaps she intended to buy a pair of rubbers, but has forgotten them—did she get them?

Do you know who she was—her address? Did she like the way the new salesman pestered her to death with findings?

Have you any reason to think that she will come again? What makes you think she will? Do you think she was really pleased when she went out? Did you make a note to send her your new catalogue showing a marked page illustrating that new last she inquired about?

Did you notice her glancing at your windows as she departed? Why not? Are your lights in such a position that your windows are full of shadows?

Does every shoe stand out, show its beauty in contrast to its neighbors? Are your displays changed every week? Do you trim your windows in time with national or local holidays and events? Is your name lettered on the windows, or do your customers nearly break their necks trying to make out who runs the place?

What are your profits, or are you on "the make?" Do you figure your cost of doing business allowing for every possible expense?

Do you then take this cost of doing business and add to it what you consider a safe and sane profit, and mark your merchandise accordingly? Or do you just meekly put in the price you think you might get and let these goods remain on your shelves?

Does your competitor do this, or does he have the better looking store, the best class of trade, the most business, and the biggest bank account?

Are you satisfied?

Success Involves Sacrifice

Every retail shoe salesman possessing the right kind of ambition wishes some day to be the owner of a nice, prosperous shoe store. And yet so many of us simply drift—we're going to make a start in the right direction some day, but we don't wish to make that start until tomorrow. Success in any form, true success, is brought about by sacrifices, sacrifices of time, pleasure and money. And the easy path is so pleasant, so enticing, that the desire for more responsible things never crystallizes into anything more tangible than superficial plans. So, why wouldn't it be a good plan for all of us who have thought about this to make a decision today, right now.

The new plant of the Sovereign Mitt, Glove and Robe Company at Delhi, Ont., to replace the one destroyed by fire last April, is now completed. The new plant is 100 x 33 feet, three stories high and is double the size of the old one. The company have been operating in temporary quarters since the fire.

How He Nearly Lost His First Job

Because he did not get spot cash for a leather order which he once took from the late Timothy Eaton, of Toronto, founder of the great departmental store, Fred Jackson, a successful shoe retailer in Clinton, who was recently



elected Mayor of that town, nearly lost the first job he ever held. That was a good many years ago, but the incident is recalled to-day by Mr. Jackson with a good deal of interest. It happened in this way. After starting at the shoe bench with his father, who began custom making in 1854 in that town, Fred came to Toronto in 1877 to secure employment. He got it with J. H. McLean & Co., at 32 Yonge street, on the third floor of Daniel McLean's leather warehouse, which business was a development of the latter's interest in the failure of John Evans' shoe factory. After three days' instruction from Bob Ferguson, his predecessor, the subject of this reference was left in charge of the stock and sample room, a green boy at the time. After becoming familiar with the stock and routine of work, there were times when he did not have enough to do. He used to go down to the leather floor and assist Charlie Waldron (now with Beal Bros.), and after a time he thought he would try his hand in "drumming up" some outside trade. He put up a couple of cases of samples, started out and secured a number of orders, among them being one from the late Timothy Eaton. When he turned in his records D. McLean gave him a severe reprimand for not getting the cash with the Eaton order. He, however, accepted it, but warned the budding traveler that he must get the money on the spot for any further business from Mr. Eaton.

About a year later Fred Jackson went with Richard Smardon, at 45 Yonge street, under the late John Hally, to better his wages. The late A. Leslie was city salesman and Charlie Cooper covered Western Ontario. After the failure of the firm Mr. Jackson took a position with W. Damer & Son to look after city trade, while W. Damer, sr., was busy with some seamless patterns with which he thought he was going to revolutionize the shoe manufacturing business. During the time that he was with this house Mr. Jackson was sent on a sorting expedition one cold day in December, just a few days before Christmas. He did not meet with any great success and, if it had not been for the kindness of John Agnew, of Brantford, and the late Mr. Roos, of

Galt, would have had a sorry report to present but, as it was, he nicely paid expenses on the trip. His next employment was with Kirkendall, Jones & Co., of Omaha, Neb., and Columbus, Ohio. Mr. Jackson's wife died in 1895, leaving him with a three-year-old son and he gave up his position and returned to Clinton to raise his boy. He entered into partnership with W. Jackson under the style of Jackson & Jackson and, after three years, started his present business in December, 1899. A few years ago he bought out Taylor & Sons in Clinton and has worked up a fine business in the retail shoe line. He gained his first municipal experience as a member of the Clinton council in 1912, being chairman of the finance committee. The next year he was defeated but he came back a winner in 1914 as Mayor and will doubtless handle the reins of office to the entire satisfaction of the people who have given him their confidence.

Knows All About Birds and Shoes

After serving four years in the city council and being chairman of several important committees, the friends of W. D. Hobson, shoe retailer, of Woodstock, Ont., thought it was about time he took a step higher in the civic service and so they nominated him for Mayor with the result that he was successful at the polls by a good majority. A genial and likable citizen, independent in his views, Mayor Hobson will doubtless fill his new position with credit to himself and honor to Woodstock. He was born in Hamilton, but at an early age removed to Oxford county, going to school part of the time and getting acquainted with the birds, fields and flowers and doing odd chores around the farm. He afterwards went to Stratford, but becoming possessed of wanderlust, he traveled over a great deal of North America studying human nature, mining problems and acquiring a rare experience. The result is that he can relate many interesting anecdotes and is known over Western Ontario as a great lover of plant and bird life. He has made a hobby of ornithology and has frequently lectured on this subject before church and lodge organizations. Nineteen



years ago he embarked in the shoe business in Woodstock, where he has remained ever since, with occasional trips into the surrounding country in his automobile. He has met with a goodly measure of success in the shoe line and one of his first acts after election was to notify his aged mother in Stratford by telephone that he had been made Mayor.



JOHN F. CLARK, PRESIDENT



JAMES F. CLARK, TREASURER

New Shoe Factory Starts Operations in St. Stephen, N.B.

The progressive border town of St. Stephen, N.B., which is at the head of navigation on the St. Croix River, and is one of the prettiest communities in the Maritime Provinces, will shortly boast of a shoe factory in full operation. Clark Bros., Limited, are the men behind the enterprise. The members of this firm are former residents of St. Stephen, who have had many years practical experience in leading centres of the United States, and are now returning to their native town to engage in business. A new factory, 152 feet long by 50 wide, three storeys high, well lighted and well built, with every modern convenience and facility, has been erected by the municipality of St. Stephen and leased to Clark Bros. for a term of years, the firm paying the town seven per cent. interest on the cost of the splendidly equipped structure. Women's high-grade McKay shoes will be the specialty of the firm, and the ultimate output, it is expected, will be over 1,000 pairs per day. Of course, this number will not be reached for a while, but as all the members are thoroughly practical and have exceptional insight into the business, there is little doubt about the future of the undertaking. John F. Clark is president of the company, James F. Clark, his brother, is treasurer; W. E. Clark, is vice president, and H. W. Smith, of St. Stephen, is secretary. The United Shoe Machinery Co. is installing the latest apparatus in the building, which is steam heated. The equipment will be electrically driven and it is expected that actual shoemaking operations will begin about February 1st. The company contemplate making exclusively for the jobbing trade, and during the past few days Messrs. John F. and James F. Clark have visited Quebec, Montreal, Toronto and other cities on business, where they have been warmly received by the most prominent wholesalers. All the brothers have a wide connection with the shoe trade in every branch and bring to bear upon their new proposition a record of success gained in Calais, Maine and Worcester, Mass., in the Rice & Hutchins factories at Marlboro, Mass.; the W. L. Douglas Shoe Co., at Brockton; the Chas. A. Eaton Co., Brockton; Common-

wealth Shoe & Leather Co., at Whitman, Mass., and Gardiner, Me. John F. Clark then went south, equipping and starting the men's high grade welt factory for the Craddock-Terry Co., at Lynchburg, Va., later becoming general superintendent of the various plants of the enterprising concern. James F. Clark was superintendent of the factory making women's high grade welts and McKays. Both brothers have held other important positions, such as foremen in various departments, including welts and McKays, in the factories already spoken of. They remained in Lynchburg several years and are highly spoken of by the Craddock-Ferry Co.

From the pulling of the tacks to placing the finished shoe in the carton, the Messrs. Clark are, as already stated, conversant with every part of the procedure. They will give each department of the factory their closest supervision, and believe that there will be a wide market for and appreciation of their lines of goods. John F. Clark will have personal supervision of the plant, while the sales end will be looked after by James F. Clark. All three brothers are upright, earnest, hard-working citizens, and should make a splendid success of their enterprise, as they have come back home fully impressed with the splendid progress and industrial expansion of Canada during the last few years.

HELPFUL AND INTERESTING

Kindly find enclosed the sum of one dollar for Shoe and Leather Journal. Have found in perusing the Journal that it contains some very interesting and helpful items and I would not hesitate to recommend it to any one interested in the shoe business.

Yours truly,
Kingston, Ont. W. H. MACK, Jr.

A Leather Man of Public Spirit

Going through the chair a second time is what Louis J. Breithaupt, President of the Berlin Board of Trade, is doing at the present time. He was one of the founders of that influential body and its first vice-president. The next year he was made president, holding office at that time for several years. In 1913 he was again made chief presiding officer, and at the annual election recently was continued at the head of the board for another term, being the unanimous choice. All his life Mr. Breithaupt has been an enthusiastic resident of Berlin and in his annual address to the Board took occasion to emphasize some facts of interest. Among other things he pointed out that there had been no failures in that city among its business men and one hundred and thirty factories, among which are now thirteen footwear factories, including eight leather, two felt and three rubber, twenty large furniture factories, several tanneries, button concerns, shirt and collar industries and others too numerous to mention. Three new industries were secured during the past year and there were no strikes or lockouts, which is a splendid industrial record. Mr. Breithaupt predicted that the population would, by the end of 1914, reach twenty thousand, which is a marked growth. The large leather industry, at the head of which is Mr. Breithaupt, was founded in 1857 by his father the late Louis Breithaupt, who died in 1880, after which the business was carried on for ten years by the subject of this sketch, his brother W. H. Breithaupt and their mother, as executors and executrix of the Breithaupt estate. In 1890 the present joint stock concern was formed, being composed of members of the family only, with L. J. Breithaupt as president and his brother, J. C. Breithaupt, as secretary. The founder of the business owned and operated but one plant in Berlin which, since his death, has been twice enlarged and, when rebuilt after the recent fire, will be further enlarged in both accommodation and capacity to meet the demand for Eagle Brand sole stock. The company has also a cut sole factory in Berlin, for turning out cut soles counters, etc. The Penetang plant was built twenty-one years ago, with an

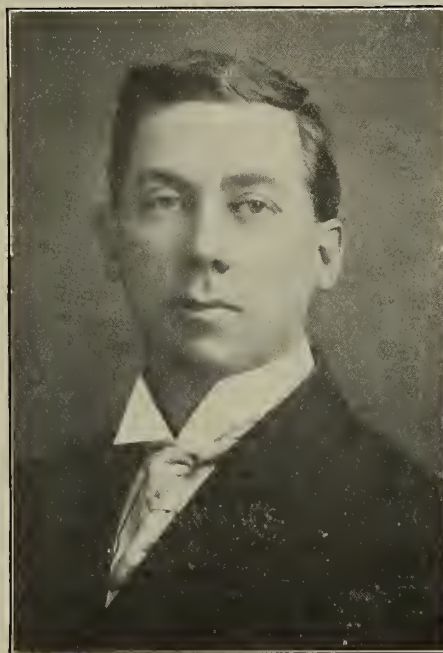


original capacity of one hundred sides, but it has been increased from time to time, until the capacity is now eight hundred sides. The product of the Hastings Tanning Co., at Hastings, Ont., which is a subsidiary company, is sold through the Breithaupt Company. The output there is

now chiefly oak sole leather in sides, backs and bends, while union oak harness leather is also produced in considerable quantities. It may be mentioned L. J. Breithaupt served several years as alderman in Berlin, was mayor of the city many years ago and was one of the very first subscribers of the SHOE AND LEATHER JOURNAL.

It Is Now Alderman Kelly

Edward J. Kelly, of Brockville, Ont., was recently elected a member of the city council of that place. He made his advent in the municipal arena by contesting the North



Ward for that honor against three strong men and his popularity was shown by the ratepayers returning him at the head of the poll, defeating his nearest opponent by 73 votes. The campaign proved to be one of the most strenuous Brockville has passed through in many years, due in a large measure to the Local Option fight. Mr. Kelly was persuaded only at the last minute by his friends to enter the contest. He prosecuted a whirlwind campaign and came out with flying colors.

The new alderman is one of the Island City's most respected and successful young merchants—Brockville boy bred and born, who has gained a top place through pluck and enterprise, backed by much natural ability. In short, he is a self-made man and his large and flourishing boot and shoe store in the centre of Brockville's main thoroughfare is a tribute to his business ability. Since boyhood Mr. Kelly has been identified with the retail trade. Twenty-five years ago, when a lad of thirteen, he became parcel boy in the store of the late George McLean. After three years he joined the staff of Mowat & Johnston, remaining with that firm for two years. Then Mr. Kelly took the position of salesman for D. W. Downey, with whom he remained for sixteen years, the last seven of which he was buyer for the shoe department. In August of 1909 Ald. Kelly decided to branch out for himself, and from the moment the doors were thrown open to the public the patronage has steadily increased.

His business training will stand him well in the larger sphere of municipal usefulness and he is counted upon to more than make good. At the inaugural meeting of the council he was given a place on several committees—the board of works and the chairmanship of the police committee.

Montreal Association Holds "Get-Together" Dinner

Function of the Superintendents and Foremen was Very Pleasant—Bringing the Members in Contact in a Social Way—Series of Entertainments Planned for Coming Year—A Jolly Smoker.



Everyone knows, when he accepts an invitation to any entertainment being put on by the Montreal branch, superintendents' and foremen's association, that he is sure of an enjoyable time. President Leonard presided.

Those who attended the annual "get-together" dinner of the shoemen, which was held at the Commercial Travelers' headquarters in the

Read Building, Montreal, on January 14, found that this occasion was no exception to the rule, as it proved a "get-together" affair in every way.

It might be said at the beginning, that although the dinner was expected to be a success, in point of numbers, the attendance was the source of a pleasant "shock" to both members and the executive committee, nearly ninety guests taking advantage of what they felt was a chance of spending a pleasant time.

Eight-thirty was the hour given for the start, and by that time, most of the Association members were on hand, and ready to "wade in." After a short preliminary meeting dinner was served, and for the next half hour or so, it was a question with the club waiters as to whether they had ever before come across a crowd with such an unlimited faculty for the "stowing away" of eatables. After dinner, speaking was not indulged in outside of a few words of welcome from E. F. Leonard, president of the association, who introduced F. W. Knowlton, of the United Shoe Machinery Company of Canada.

Mr. Knowlton said he simply wished to thank the club officers for their kindness in inviting him to be present and said that it was with regret he must leave immediately after dinner on account of a later engagement. Mr. Knowlton resumed by saying that he was delighted at the large attendance as well as the truly "get-together" spirit which was

being displayed by those present. "The executive of this association," he said, "have, I believe, made arrangements for several entertainments of various kinds to be held throughout the year. I was very glad to hear of this, as I think it will serve to bring members into more frequent communication with each other in a social way, and it is to the welfare of the superintendents and foremen to see that they became mutually friendly, ensuring co-operation as well as opportunities of exchanging views and opinions."

A smoker was held after dinner, during which the assembly was entertained in various ways. Arthur Ware of the Ware Co., gave an exhibition of card handling that kept the boys guessing. His paste board manipulating was really very good, and much appreciated. Billy Armstrong, of the M. A. A., had his "pets" on hand and clever exhibitions were given of wrestling and boxing. Musical turns were also provided by different members. One of the big hits of the evening was the Chinese song along with appropriate music, rendered by Messrs. Richie and Richards, U. S. M. Co. Goodyear agents. This brought down the house, although no one, outside of the two singers themselves, joined in the chorus.

Col. Whitley, of F. Whitley & Co., Montreal, who addressed the assemblage, before breaking up, referred in high terms to the association. He also commented on the future of the shoe industry in Canada, which he believed was a very promising one. At present it is in its infancy, but already had acquired a high standing and could be expected to advance by leaps and bounds. Col. Whitley as one would infer by his title, is a military man, having taken an active part in the Boer war. He referred to the part played in this war by Canadians, in a manner that captured the interest of his audience. His speech was received with much applause, and, he terminated it by expressing his personal friendship for the superintendents and foremen's association. If he

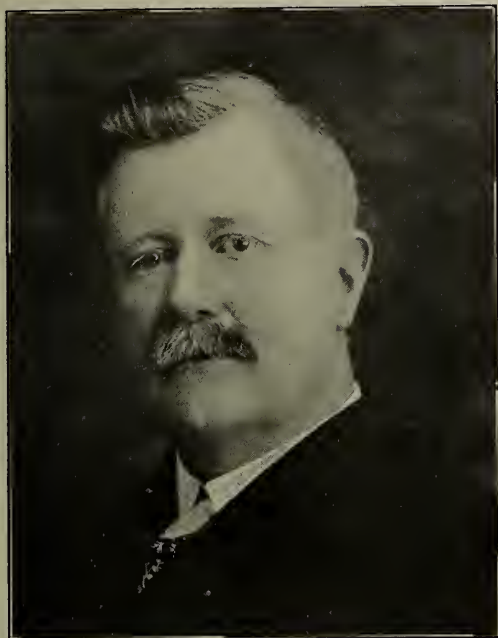
(Continued on page 59)



GATHERING OF THE SUPERINTENDENTS AND FOREMEN AT DINNER IN MONTREAL ON JANUARY 14

It Is Now Mayor Wagner

Among the shoemen elected to a high office during the recent municipal campaign was F. L. Wagner, of Aylmer, Ont., who won a signal victory at the polls, defeating his opponent by 154 majority. Mr. Wagner has lived all his life in Aylmer and vicinity and was engaged in the retail business for fourteen years previous to becoming identified with the Aylmer Shoe Co., of which he is secretary-treasurer.



He is devoting all his attention to the interests of the company which manufacture men's welt shoes exclusively and have built up an excellent trade.

Favors Corrugated Packing Cases

In reference to the habit of stealing shoes from cases in transit, since attention has been directed to this matter in the *SHOE AND LEATHER JOURNAL* considerable interest has been caused among the trade. In a recent issue of the *SHOE AND LEATHER JOURNAL* one retailer stated that he would not allow any goods to come to him by freight in corrugated packing cases. He intimated that it might be all right to ship shoes by express in this way, but not by freight. This has aroused the concern of an eastern manufacturer. In regard to corrugated packing cases which are now manufactured and used so generally, this firm say: "As manufacturers we have been using these boxes for over a year now and in that time have received complaint from only two different parties. One of these, we think, was justified and in the other we feel confident that the goods were shipped and were received all right, but that a pair happened to be mislaid after opening. Our experience with corrugated receptacles tells quite a different story from when we were using wooden boxes altogether. We then were continually having complaints and requests for allowance on shortages in shoes. Another thing in favor of the corrugated box is that it is dustproof, and the goods will open up clean and not covered with grime or dirt. Especially is this true in the summer time, when there is such a tremendous amount of dust flying and created by the cars. We consider that packing in corrugated boxes at the present time possesses many advantages and is the safest way in which to ship shoes. Of course if you take very large quantities, it is impossible to pack them

in this manner, but in dozen or two dozen lots, it is perfectly safe to put them in such containers. It is impossible for corrugated boxes to be opened on the railways without showing evidence of being tampered with and if they receive anything like half decent treatment by the transportation companies, they will arrive in good condition. With careless handling, no matter how strong a box is, it will be broken. We have given you our experience in this matter and would like to hear from others through the columns of the *SHOE AND LEATHER JOURNAL*."

Getting Ready For Rubber Selling

The price list for rubber footwear for the coming year has been issued in the United States, and on the whole, shows a decrease of between six and seven per cent. on last year's quotation. The rubber selling season in Canada starts on March 1st next, and it is probable there will be a slight reduction in the quotations at present existing. Just what the decrease will be it is impossible as yet, to state. While prices of raw rubber have been low, the manufacturers point out that the cost of cottons and other materials have been high and that operating and selling expenses are annually on the increase. While some benefit may be reaped by them at one end of the business, there are counterbalancing considerations which tend to keep up prices pretty near to the present schedule. It is not anticipated that any new features will be introduced in the selling this year, and the outlook is very good.

Doubled His Business Last Year

The Sicilia Shoe Store, 1053 St. James Street, Montreal, of which C. Sofio is the proprietor, had a most successful year, the volume of business being practically double that done during 1912. Mr. Sofio put in an attractive Christmas window to which he devotes special attention. The bottom was covered with white cotton sprinkled over with diamond dust. Crepe paper was suspended from the corners of the windows and also from the middle. There was a white curtain in the background covered with gold thread and a real slide curtain, which extended half ways as shown in the accompanying cut. In each window a nice variety of shoes was displayed on suitable stands, along with Christ-



mas greeting cards, and also a pleasing calendar issued by the firm. Mr. Sofio, who is a regular reader of the *SHOE AND LEATHER JOURNAL*, says that he receives valuable pointers from its pages, many of which he has put to practical and profitable use.



Well Balanced Holiday Display Where Everything in the Window is on Level With the Eye

The Brockton Shoe Co., 440 St. Catherine street west, Montreal, made two very catchy as well as artistic Christmas displays, one of which is shown here. The outstanding feature of this display is its perfectly balanced appearance. Every thing in the window has been placed with an eye toward this end. A fairly large showing of footwear was made, but the trimmer did not make the usual mistake which many window dressers do, of overcrowding his show space.

The display was made under the supervision of T. R. Trudeau, manager of the store. Cotton batting and crystal were used to secure a winter effect. This combination also acted as a covering and added to the wintry appearance. A large square pillar draped with cotton batting which in its turn was partially covered with foliage, was placed in the background. A smaller one was also set in one end of the window. Holly, evergreen and other foliage appropriate to the season, were liberally used throughout the showing. Three large Christmas bells were hung immediately to the left over the large centre pillar. Gold and silver cords stretched from the bells to the front of the display made a very creditable appearance. The shelf arrangement also helped in making the window a seller.

Stock was displayed artistically. A price tag was carried on each shoe. The Brockton Shoe Co. handle only a four dollar shoe. In this instance, they took advantage

of an opportunity of impressing the fact of their shoe being that figure—"no more—no less." A neat well finished show card was placed well to the fore of the display, "wishing you the compliments of the season."

THE ETERNALLY BUSY MAN

All of us have seen the eternally busy man who gets nowhere. He is just like a horse on a treadmill—he never moves a bit. The trouble with that kind of a man is that just about ninety per cent. of his efforts go into waste motions. He is always on the road but never arrives.

Ask that man to do something and he is too busy to do it at present, but will attend to it as soon as he gets the chance—and he never gets the chance.

That kind of a man is letting his work drive him instead of driving his work. The thing for him to do is to forget his busy-ness, figure out what it is he really wants to accomplish; then do that thing as quietly as possible. And lo! the eternally busy man won't be half so busy and will accomplish actually more.

—Everitt R. Roeder.

Buying Reliable Goods and Giving People Full Value

One of the most prosperous merchants of the Prairie Province of Alberta is Jacob Miller, of Stony Plain, who has been in business for ten years, seven years with two of his brothers and the last three alone. They started in with the small capital of seven hundred and fifty dollars in a farming settlement and were very successful. In 1906, when the Grand Trunk Pacific was built through Stony Plain, the town started to grow and the firm shifted its location to the fine store in which business is done at the present time. Mr. Miller carries a general line of merchandise of about thirty thousand dollars and his hobby is shoes and clothing, of which he practically has the whole trade of the town. Mr. Miller's main store is 26 x 60 feet, two storeys high, and he uses both flats. His shoe space is 12 x 24 and his men's furnishings 8 x 60 feet. Mr. Miller was brought up on the farm and had never worked in a store. He started without any experience but a friend in Edmonton, who had a fine insight into general trade matters, used to help him out in purchases. Mr. Miller has always made it a practice to engage the most experienced clerks that he could get hold of and in this way has been materially aided. He says that he is now getting so that he knows a good deal himself about the various lines that he handles. He attributes his success in mercantile life, not only to the fact that he has had efficient help, but his aim has always been to sell good articles in every line, made by reliable houses. This plan, he says, is a fine trade holder and builder up of business. Mr. Miller carries boots and shoes, groceries, men's

furnishings and dry goods and his establishment is in every way a credit to the town of Stony Plain, which is growing nicely.

Be Student in Selling Art

When you approach your customers, how do you go about it? Have you a pleasant smile for each one, a sleeveful of arguments, and a ready reply to each objection?

If you haven't you should have. That's just what you need. You'll find the game much easier if you have.

Next time you have a few spare moments, pick out a certain line of shoes, go over the sizes and get them fixed in your mind. Take one shoe, pick out all the good features, and enthuse over them, then pick out the weak points, if any, and think up some selling arguments to offset them or make these objectionable features selling points.

To your next customer show this line, and use the points of your study. You'll be surprised how easy it is to make the sale. After you try this on all the lines in stock, the boss can't help but notice your increased sales, and will be patting you on the back and setting the rest of the boys to watching your methods.

Just a little effort on your part in this way will increase your efficiency, and incidentally your salary. Turn your idle moments to ones of study—be a student of the game—then some day you'll find yourself in the boss' shoes or in those of one of his competitors.



INTERIOR VIEW OF JACOB MILLER'S STORE, STONY PLAIN, ALTA. THE SHOE DEPARTMENT IS AT THE REAR.

The Elementary Principles of Retail Shoe Advertising

The First of a Series of Practical Talks Showing How the Footwear Retailer Can Advertise Successfully—The Use of the Various Types, Borders, and Rules Carefully Explained—How to Maintain Proper Balance and Preserve Harmony When Advertising

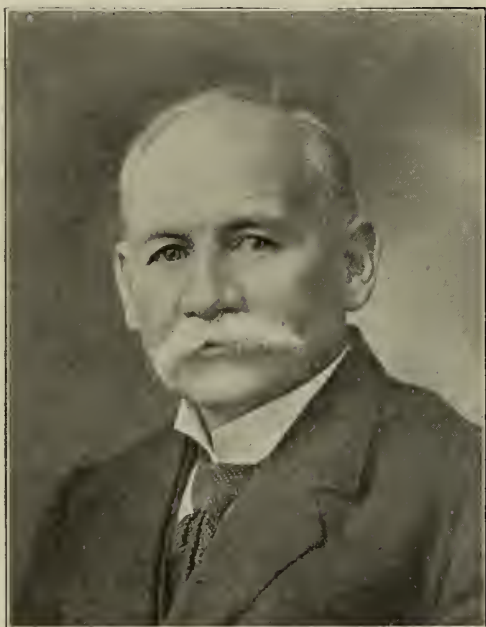
By R. K. BROWN

"Why should I advertise?"

"How can I advertise successfully?"

These are questions often asked by shoe retailers. The first may be answered by the statement that if the merchant does not consider it worth while to take the public into his confidence about his shoe stock and the service he can offer, he will generally receive in return just the indifference he displays towards the public.

As for the second question, it is the object of a series of monthly articles which will appear in *THE SHOE AND LEATHER JOURNAL* this year—of which this is the first—to point out



R. M. BEAL, RE-ELECTED MAYOR OF LINDSAY FOR THE FOURTH TIME AT RECENT MUNICIPAL ELECTIONS

as clearly as the limitations of space will allow, some of the main principles which underlie all successful advertising, and which, if followed carefully and persistently by the retailer will result in increased business and prestige.

All experienced advertising men, and many retailers as well, are aware that one of the important principles by which to be guided in advertising is that of proper display. While, of course, good display is not to be compared in importance with strong selling talks and bright, interesting copy, the fact remains that if the principles governing this feature of the subject are neglected, the probability is that an ad., especially if small in size, no matter how forcefully written, will be passed over hurriedly, because it does not stand out from the surrounding matter in such a way as to hold the attention until the arguments in the body of the ad. can appeal to the reason. Good display is, of course, just that contrast between the light and dark portions of an ad., or, comparatively speaking, that contrast between the ad. itself and surrounding advertising and news matter, which will cause it to at once force itself upon the reader's attention.

Every footwear retailer whether unfamiliar with the subject or not, knows that in ordinary advertising two colors

are dealt with, black and white. To secure the contrast previously spoken of as necessary to good display, these two colors should be concentrated as much as possible, not jumbled together. The heading at the top and firm-name and address at the foot constitute the heavy black portions of the ad., the white spaces the white portion, while the body matter appears a lighter black as contrasted with these two other colors. The space between the headlines—if more than one—and between the display lines at the foot, should always be less than the space between these and the body matter of the ad.

In nearly all retail ads it is much better to use a border, which serves the same purpose as the frame on a picture. A border unifies an ad., isolates it from the surrounding matter, and, if properly chosen, makes it more attractive. The size of the border will depend largely upon the size of the ad in question. For instance, in the case of a four or six inch single column ad., a six point plain rule border is quite sufficient, while for a ten inch three-column ad a ten or a twelve point border may be necessary. An illustration of the relative sizes of these borders is here given:



If a fancy border is used, it can be twice the width of a plain rule border without detracting from the "balance," or, in other words, without destroying the proportion of the various display elements. Thus, with a six inch single column ad a twelve point fancy border could be used with good results. This must be left largely to the individual judgment, as no rules applicable to every case can be laid down. However, there are two general rules which it is well to observe, but which apply more particularly to small ads. First, with any ad containing an illustration, it is generally better to use a plain rule border, second, a border, in a very small ad, especially, should seldom be run round an illustration, as it detracts from the effectiveness of the latter. Finally, it is usually best to use round-cornered borders, as the square variety will always be in the majority, and the round corners help that contrast which is the object of all good display.

The Proper Use of White Space

Another very important factor in good display is the proper use of white space. Many advertisers imagine that they are not getting value for their advertising appropriation unless all space used is covered with printer's ink. This is the worst kind of a delusion, and is responsible for a great deal of ineffective retail advertising. The value of white space in making an ad more readable lies in its liberal use in margins, in space between the display lines at top and bottom and the body matter, and between the lines of body matter itself. Whether the latter should be set solid or leaded (by setting type solid is meant getting the lines as closely together as possible; by setting it leaded, the use of more or less white space between the lines) must be left largely to the individual judgment. Body matter is very frequently set two point leaded, that is, with two points more space between the lines than when set solid. If plenty of white space is used around the body matter it is well, as a rule, to set the latter solid, or at most, two-point leaded, as too much leading of body matter will weaken the general effect, and prevent proper contrast between the body matter and the rest of the

ad. It is also likely to give the reader the impression that the advertiser has not much to say about his goods or his service.

The Type That Should Be Used

It is also well to remember that the type used in the body matter should be very much smaller than that used in the display lines. If there is much body matter, breaking it up into occasional paragraphs, as well as inserting smaller display lines wherever advisable, will help to make the ad more readable. Care should be taken, however, in this latter particular, as too much display is like too much credit, "to use it is to lose it." The legibility of the body matter is also increased if the type is set in fairly narrow measure, as it is very wearying to the eye to be forced to travel over too extended lines of small type.

Specimen Brass Rules

Below will be found examples of the styles and sizes of brass rule borders, which can be most often used by the retailer in shoe display advertising matter.

| |
|----------------------|
| HAIR LINE |
| ONE POINT |
| TWO POINT |
| THREE POINT |
| FOUR POINT |
| SIX POINT |
| EIGHT POINT |
| TEN POINT |
| TWELVE POINT |
| EIGHTEEN POINT |
| TWO POINT PARALLEL |
| THREE POINT PARALLEL |
| FOUR POINT PARALLEL |
| SIX POINT PARALLEL |

When asking for rules to be used in any of your copy be sure that the rule will not dominate the advertisement. While they are used for the purpose of attracting attention as well as separating the advertisement from the "hoi polloi," you must always bear in mind that it is really your talk to which you wish to attract attention and not the fame around it.

When using an eighteen, twelve, ten or even eight point border the best results in display are obtained by leaving a good margin of white space between the reading matter and the rule. This practically does away with the use of the heavier rules in anything less than two or three column announcements about eight to ten inches deep. In fact, it would not be found well to use twelve or eighteen point in anything but a half page advertisement. The same applies to six point parallel and rules of such weight.

The heading, whether made up of one or more lines, should not be set so large as to be glaring, as this cheapens the ad, nor so small as to lose its force. It is usually better to set the firm name and address at the foot of the ad, and in smaller type than is used in the heading. The same style of type, or a similar one, should be used for all the display lines wherever possible, as a diversity of type gives a lack of strength and attractiveness to the ad as a whole. In this particular, much retail advertising is woefully lacking. As a rule the price should be displayed.

The reader will then be able to tell from any ad, at a glance, if the foregoing principles have been followed in its composition, the article or its nature, from the heading, its price and where to get it. Any secondary display lines used in the body matter of the ad may be used to show where a new idea is to be introduced.

Use Capital Letters Sparingly

One more thing is recommended, and that is the sparing use of capital letters. When matter is set entirely in capi-



A. L. BREITHAUPT, RE-ELECTED ALDERMAN IN BERLIN AT THE RECENT MUNICIPAL ELECTIONS

tals it is harder to read than when set in capitals and smaller (lower case) letters. When this plan is followed, capitals may then be used effectively for placing emphasis on any particular word owing to their contrast with surrounding lower case letters. They are also useful when it is desirable to place the firm name and address on the same line, the former being placed in capitals, and the latter in capitals and lower case, thus affording the proper contrast between them.

This article is not intended as an exhaustive treatise on this particular subject, but merely to touch on some of the details connected therewith, so that the shoeman who may not be familiar with the science of advertising may be aided in the criticism of his own advertising display. Whenever the printer has proven his ability to display advertisements effectively, it will be more satisfactory to leave this portion of the work to him, but in any case, the merchant should know what good display consists, so that he will be able to improve any weak points in this particular phase of his own advertising. The next article in this series will deal with the subject of laying out advertisements for the printer.

STRAY SHOTS FROM "SOLOMON."

J.H.B.

The things that stay longest with us are those that smart and sting, and if we only know how to use them they may be of more use to us than honied words and soft experiences. You may learn a great

WISDOM ON TAP

deal about wisdom from others, but after all it is the "bumps" that count and the knocks in life that teach. Some of the greatest misfortunes that come to people are good fathers and kind friends. It takes a storm or two to bring out the qualities of a ship. "The rod and reproof give wisdom," is true in the other relations of life as well as in the home. It is a pity we can't take life's lessons in sunshiny nooks from books of pleasant experience, but most of us have found out that the sad confession, "I have played the fool" presages any real progress or achievement. People expect to find wisdom on tap these days in magazines and correspondence schools, and figure they can exchange nuggets of gold for copper cents. A hod carrier can learn a lot by reading about loads and movements, but his weary back and legs will teach him the art of getting the mortar to the right spot when it is wanted.

Plenty makes dainty. A horse will turn up his nose at good hay if you keep oats and chop under his nose all the time. A lot of this talk about the high cost of living, leads

back to the fact that people are not content to live on what they and their fathers once were glad to eat. Poached eggs on toast for breakfast, with eggs at five cents each are bound to tell in cost against fried potatoes and corn beet hash that was once considered a fairly good start for the day. People that got along well on pork spare ribs at four cents a pound are now grumbling at the quality of sirloin steak at thirty cents and wondering why they have trouble making ends meet. People these days are gaping at their neighbors plates instead of their own and figuring their household expenses not in their income but in what their particular set live on. "Better is a little with the fear of the Lord, than great treasure and trouble therewith." It doesn't make much difference what you have so long as you are satisfied and pay your way. Most of the trouble and failure in family as well as business life may be traced to the fact that expenditure is just a little more than income.

Don't put all your stock in your window. There are some people whose goodness is all in their faces and their religion in their nice manners. Have you the goods? That

SHOW WINDOWS

is the great question. Not what kind of a show window do you put up. At the same time lots of people make the other mistake of putting into their windows shop-worn, back-number, dust covered lines that send people across the way when they want the right stuff. There are people who actually seem to believe that goodness is somehow associated with boorishness, lugubriousness, or crawling sycophancy. There is nothing more attractive than goodness and if it is really inside a man it will show itself. It is like the smallpox, it has to come out: if it goes in on you it will kill you. Beware, though, of the "showy" man as you would the showy store. Fine shoes often cover bad corns; gay colors often hide a dirty petticoat. A man who talks much is apt to have little inside

his head. There is an ancient saw which runs like this: Drink nothing without seeing it, don't go to law if you have anything to lose, don't wade into water where you can't see bottom, don't buy a pig in a sack.

The most senseless and hurtful thing in the world is envy. It eats its way into our very vitals and spoils us for anything worth while. As an old writer quaintly puts it,

"A little wood will heat my oven. Why should I murmur because the woods are not mine?" The trouble with us is that we not only desire wood enough

for the season's needs but we want to corner the supply and sell enough to our neighbors to put aside a goodly sum in the bank. There are some people who spend more than half of their time figuring the amount of money their neighbors are making and how they do it and go to bed worrying because they have not managed to keep up with the race for gold. He is a wise man and a happy one who can look upon his neighbor's prosperity with gladness and who, when he has done his best himself is content with the reward that comes to him for an honest effort. "A sound heart is the life of the flesh; but envy the rottenness of the bones."

Some seem to imagine scolding is a habit peculiar to women. There are men naggers as much in need of the ducking stool and bridle as any woman in the seventeenth century. There are men in business

with the ratcatcher's instinct who think it part of their duty to pounce on their clerks, harass their creditors and nag their neighbors until they are known from Dan to Beersheba as confirmed scolds. And as one dog will usually start a whole neighborhood howling, so these men promote the evil habit of faultfinding until those under and about them develop the unpleasant and unfruitful trait. Get out of the habit of saying "don't." Cultivate a pleasant voice and cut out the rasp. Iron out the furrows in your forehead and you will be a better, richer and more useful man. It is an easy thing to become a scold: it is not so easy to shake the habit. Just try it, if you don't believe this.

Some people seem always to have too much to do but in most cases it is because they don't do the right thing at the right time. The world is full of mixers and muddlers.

It also has its share of those who try to side step work. These are the knaves who are such loud exponents of the doctrine that the world owes every

man a living. The best raw material the devil has in this world is the dawdler. There is less hope of him than the downright wicked who may turn from his evil ways. You might as well expect honey from a lemon or maple syrup from a hickory tree as any good from these "dolce far niente" idlers who are like Smith's mongrel which was so tired with doing nothing that he had to lean against the fence to bark. "Drowsiness shall clothe a man with rags." The man who will not work in this age, unless he has had a rich fool for a father, will have slim eating, and like the prodigal son, will soon come to his shirt and then to himself. When you find yourself dawdling, go and get some friend to give you a good swift toe under the coat-tail to get you warmed up.

The Latest News in the Shoe Store and Factory From All Over Canada

The Family Shoe Co. has started business in Winnipeg.

A. L. Dupont, of Dupont & Frere, Montreal, was in Toronto recently.

Robert Halliday has started a shoemaking business in Tofield, Alta.

The Winnipeg Tanning Co., Limited, Winnipeg, has been burned out.

John Green, shoe retailer, of Kingston, Ont., made an assignment recently.

M. Nudelman has opened a new shoe store at 317 Queen street west, Toronto.

G. J. Gauthier, shoe dealer, Metapedia, Que., recently made an assignment.

Bishop and Younghutt have started a shoemaking business in Vermillion, Alta.

Percival & Graveline, shoe manufacturers, Montreal, have recently registered.

Mr. Anderson, of the Amherst Central Shoe Co., Regina, was in Montreal recently.

Hermas Pelletier, shoe retailer, of Montreal, recently assigned to Alex. Desmarteau.

John Wilson is commencing a boot and shoe and clothing business in Edmonton.

D. J. McDermott, of the McDermott Shoe Co., Maisonneuve, was in Toronto last week.

J. McDodds, of Blyth, Ont., has opened up a shoe department in connection with his grocery.

W. E. Woelfle, of the Woelfle Shoe Company, Berlin, was in Toronto last week on business.

W. S. Wood, of W. S. Wood & Co., of St. Catharines, was in Toronto last week on business.

A. Nodwell, of Hillsburg, Ont., has sold his business to Charles Hall, who has taken possession.

Geo. A. Slater, of Geo. A. Slater, Limited, Montreal, spent a few days in New York recently.

J. A. McLaren, of McLaren & Dallas, Toronto, is in Montreal and Quebec on a business visit.

Lott & Hansman, shoe dealers, 816 College street, Toronto, have been succeeded by E. D. Lott.

E. C. Scarrow, shoe dealer, of Owen Sound, spent a few days in Toronto last week on business.

Dufresne & Locke, Maisonneuve, have recently had several new machines installed in their plant.

D. McDermott, of the McDermott Shoe Co., Montreal, was in Toronto recently calling upon the trade.

A small fire took place recently in the shoe repair shop of James Paul, Agnes street, New Wsetminster.

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

W. G. Parsons, of C. Parsons & Son, Limited, wholesale leather, Toronto, is in England on a business trip.

Clarence F. Smith, of Ames-Holden-McCready, Limited, Montreal, has returned from a trip to Boston.

A. J. Oke, of C. N. Oke & Son, shoe dealers, St. Catharines, Ont., was in Toronto last week on business.

L. A. Mooar, general sales manager of the Regal Shoe Co., Boston, spent a few days in Toronto last week.

Wm. Morley, of B. F. Morley & Sons, wholesale shoes, Toronto, was in Boston recently on a business trip.

Mr. Larson, of W. A. Moyer's upstairs store, Winnipeg, is spending some time in the West with his parents.

The annual convention of the Ontario Harnessmakers' Association will be held in Berlin on February 17th

and 18th. About 200 delegates are expected. Geo. C. H. Lang, Berlin, is chairman of the local committee.

J. E. Pare, sales manager for Dufresne & Locke, Montreal, was in Toronto last week calling upon the trade.

R. J. Kidd, manager for R. Neill, shoe retailer, Peterborough, was in Toronto on business last week.

The stock of the estate of Z. Zaslavsky, boots and shoes, Winnipeg, has been sold to J. Rosenthal & Co.

W. J. Herbert, dealer in dry goods and shoes, Sault Ste. Marie, Ont., has assigned to Osler Wade, Toronto.

Harry Thompson, of the Thompson Shoe Co., Montreal, was in Boston and other American shoe centres recently.

A meeting of the creditors of F. S. Hardman, shoe retailer, Queen street east, Toronto, was held last week.

Mr. Holborn, of the Great West Felt Company, Elmira, Ont., was recently elected reeve of that enterprising village.

B. Walter Hunter, of Newmarket, Ont., was elected deputy-reeve of that town at the recent municipal elections.

John Kilgour, of the Kilgour, Rimer & Co., wholesale shoes, Winnipeg, was in Toronto this week on business.

C. P. Sheridan, of Sheridan Bros., makers of women's footwear, Haverhill, Mass., was in Toronto last week on business.

W. F. Martin, general sales manager for the Kingsbury Footwear Co., Montreal, spent a couple of days in Toronto last week.

E. J. P. Smith, of Toronto, has been appointed sales manager for Ontario for the O. B. Shoe Co., of Drummondville, Que.

Charles Robson, of the Robson Leather Co., Oshawa, Ont., leaves next week for Florida, where he will spend a few weeks.

The Independent Box Toe Co., Montreal, are installing in their plant a kiln, three horse-power boiler and truck carriage system.

Thomas Beaudry, late of the shoe department of Bryson, Graham & Co., Ottawa, is opening a new shoe store in Ottawa East.

Geo. P. Balfre, Canadian manager of the Chicago Tanning Co., Montreal, was in Chicago recently at his firm's headquarters.

R. Hard, shoe buyer, of C. W. Sherwood Co., Limited, Regina, Sask., was in Montreal and other eastern shoe centres recently.

Joseph Beaulieu & Co., shoe manufacturers, Quebec, recently suffered a loss by fire. The damage was fully covered by insurance.

The Canadian Last Block Company, Limited, Montreal, has been incorporated under a Federal charter, with a capital of \$500,000.

J. Tulley, general superintendent of the Whitman and Milford factories of the Regal Shoe Co., was in Toronto last week on business.

Percy Williams, buyer of the shoe department for the T. E. Vaustone Co., Yorkton, Sask., spent a few days in Toronto, recently.

The stock of E. A. Shee, dealer in hides and leather, Quebec, was recently damaged by fire. The loss is covered by insurance.

Harvey E. Graham, who has been spending some time at Fredericton, where several representatives of the Hartt Boot and Shoe Co. have been meeting, has returned to

Toronto. Mr. Graham, who contracted a severe cold which confined him to the house for several days, is now able to be around.

Mr. Jandorf, of Jandorf, Oxberry & Co., makers of leggings and children's barefoot sandals, New York, was in Toronto last week on business.

Mr. Prior, of Prior Bros., Portage la Prairie, was a visitor in Toronto a few days ago and called upon several members of the trade.

Percy Horsman, who is in charge of the shoe department at Clinkskills, Limited, Saskatoon, spent a few days in Toronto last month.

Bert Abernethy, of the Abernethy shoe store, Kingston, was in Toronto last week. He accompanied the Frontenac hockey team to the city.

Frank Locke, of the T. Eaton shoe department, Winnipeg, was in Toronto and other eastern centres during the past few days on business.

A. L. Johnston, manager of the Winnipeg branch, of Ames-Holden-McCready, Limited, was in Toronto and Montreal last week on business.

G. C. Yearsley, manager of the Toronto branch of the Kaufman Rubber Co., Toronto, has been spending several days in Montreal on business.

A. O. Beardmore, of the Beardmore Co., Toronto, left last week on a business trip to the Old Country and will be away for a couple of months.

Geo. J. Scott, representing P. Jacobi, shoe store supplies, Toronto, left last week on a three months' business trip through the Western Provinces.

John Hand, son of Alfred Hand, of the Ames-Holden-McCready Co., Toronto, who has been seriously ill with fever, is rapidly recovering.

Mr. McKenna, representing the E. E. Taylor Co., shoe manufacturers, of Brockton, Mass., was in Toronto recently calling upon the wholesale trade.

Mr. Bent, who was with the Moyer Shoe, Limited, Winnipeg, is now in charge of the ladies' department of the New York Shoe House in Winnipeg.

The Ideal Shoe Co., of Elmira, Ont., have installed several new machines for McKay work and will make misses' and children's, boys' and youths' shoes.

W. Mitchell, of Kincardine, who conducts a general store in that town and has a fine shoe section, was elected Mayor in the recent municipal elections.

J. J. Ambrose, who for some time past has acted as publicity manager of Geo. G. Gales & Co., Montreal, has taken a position with Maurice Wolff, Montreal.

William Ewens, shoe dealer, of Owen Sound, has moved into a new stand just across the street from his former place of business, which will give him more room.

Frank Mercer, sales manager of the Relindo Shoe Co., Toronto, who has been spending several weeks in New York, Boston and Cuba, has returned to Toronto.

W. S. Pettes, of the Thompson Shoe Co., has returned to Montreal after visiting the large western centres. Mr. Pettes was also in Boston for a few days last week.

E. L. Emerson, of the Boston Last Co., Boston, was in Richmond, Que., the Canadian headquarters of the firm, recently. Mr. Emerson also visited Montreal.

W. J. Detweiler, shoe retailer, of Sault Ste. Marie, was in Toronto and Berlin a few days ago on business, and called upon many members of the trade.

G. L. Hodgson, who has been in the shoe business in Walkerton for some years is removing to Mount Dennis, near Toronto, where he will continue business.

The Stedman Shoe Co., of Winnipeg, are making great changes in the Portage avenue store and when finished it will be one of the finest shoe houses in Canada. They will

be the first in that city to have the balcony arranged. The front will be up to the minute in every respect.

John Sinclair, of the Barrie Tanning Co., Barrie, and retiring chairman of the Tanners' Section of the Board of Trade, was in Toronto last week for a few days.

J. E. Pare, of Dufresne & Locke, Montreal, has returned from a trip to Toronto, Hamilton and London. He reports prospects of a good shoe season in that territory.

M. L. Ballard, formerly with the U. S. M. Co. of Canada, in Toronto, has taken a position in the bottoming department Ames-Holden-McCready, Limited, Montreal.

Fire broke out in the shoe repair shop of J. J. Curtis, Eagle Place, Brantford, recently. The shop was badly damaged, but the remainder of the building was saved.

The Ideal Shoe Store, 801 St. Lawrence Blvd., Montreal, have become insolvent. Assets will be sold by public auction February 3rd at Marcotte Bros., 69 St. James street.

Charles E. Fice, of Toronto, Ont., representative of J. & T. Bell, Limited, Montreal, who has been spending the past few weeks in the Old Country; is expected home this week.

Harry Dallas, jr., has joined his father, H. Dallas, who represents several Old Country footwear firms in Canada, and is in charge of the sample rooms at 23 Scott street, Toronto.

Fred C. Young, formerly a Rochester shoe manufacturer and more recently with the Buffalo Leather Co., has gone to Redcliff, Alberta, to direct the outfitting and starting of a shoe factory.

James Lowther, of Toronto, representative of the Hart Boot and Shoe Co., Fredericton, Ont., recently joined the ranks of the benedicts and is receiving the congratulations of his friends.

J. Orr, of the Yale Shoe Store, Winnipeg, will leave for the East in a short time. He will visit all the shoe centres of Canada and will spend some time in New York and Brooklyn and other cities.

W. Brown, who has had charge of the men's department in the Ryan, Devlin shoe store, Winnipeg, for the past four years, has gone to Calgary, where he has taken a position with J. B. Douglas.

J. A. Clarke, who has been representing the firm of Blachford, Davies & Co., Toronto, in Hamilton for the past year has had his territory extended and is now covering the Lake Huron district.

The Robson Leather Co., of Oshawa, is plaintiff in an action entered at Osgoode Hall against the Williams Shoe Co., of Brampton, to recover \$2,425.58 alleged due on cheques, notes, etc.

Alexander Brandon, of the Brandon Shoe Co., Brantford, spent a few days recently in Boston, New York, and other centres, picking up a number of pointers on fall and winter styles.

It is learned that Fred Marsh, of the W. A. Marsh Co., Quebec, has been appointed sales manager of the firm succeeding S. H. Parker, who is now manager of the Solid Leather Shoe Co., Preston.

A new rolling house is nearing completion at the Beardmore tannery in Acton, while among other improvements is a new railway switch and trestle enabling supplies to be unloaded with great convenience.

The fire which visited Murrays Limited, shoe merchants, Calgary, was confined to the basement. The loss was about \$3,000. The flames broke out next door and ate their way into the Murray establishment.

The book debts and the rights on land and building situated on the north side of St. Joseph street, Quebec, belonging to the Canadian General and Shoe Machinery Co., Limited, of Levis, was recently sold by tender, under the

winding-up auction sales Act, by the liquidator, R. Ernest Lefavre, of Quebec.

Montreal shoe manufacturers report business during the past fortnight as being steady. A few state that they are pretty busy. The large majority are now preparing new samples for the coming season.

Ames-Holden-McCready's factory site on Inspector street, Montreal, is said to be a possible purchase by the C. N. R. Offers for the property it is understood have been renewed by the railroad officials.

The shoe workers strike which has been going on for nearly four months in St. John's, Newfoundland, has been amicably settled. The demands of the strikers were agreed to except in one instance.

A number of Canadians have received invitations to attend the sixth annual dinner of the Shoe Travelers' Association of Chicago, which will be held at the Congress Hotel on Thursday evening, February 8th.

Fire broke out in the shoe store of W. A. MacLeod & Co., Kenora, Ont., starting from the passageway under the stairs from an unknown cause. The stock was badly damaged. The loss was practically covered by insurance.

R. H. Robinson, of Blyth, Ont., has opened a shoe department in connection with his harness business and has bought the stock of shoes from G. M. Chambers, who has retired. Mr. Robinson also carries a fine line of bags, etc.

A ball and social is being held by the Superintendent and Foremen's Association, Montreal, on February 13th. This is an annual affair and will be held in the Stanley Hall as usual. Several novel entertainment features are promised.

Frank L. Packard's story, "The Miracle Man," will be dramatized and produced by Geo. M. Cohan early in the spring. Frank L. Packard is a Montreal boy and a son of L. H. Packard, of L. H. Packard & Co., Limited, of that city.

Clarke & Clarke, leather manufacturers, Toronto, have sent to the trade an interesting souvenir in the shape of a

leather bound diary on the cover of which is the slogan, "Lest we forget 1914." The book is very useful and convenient.

The shoe store of J. Jupp & Son, 810 Queen street east, Toronto, was entered recently by burglars who effected an entrance through the transom of the door. They secured about ten dollars from the cash register but nothing else was missing.

Nathaniel Fowles, who passed away recently at his home in Toronto, at the age of 73 years, was a well known and respected shoe merchant, who retired from business a few years ago. He had resided in Toronto since 1870.

Karl G. Walters, who for the past three years has been in the sales and road service department of the United Shoe Machinery Co., Montreal, has joined the staff of the Toronto office of the company and entered upon his duties as city salesman.

The Adams Shoe Co., Toronto, who are going direct to the retail trade, have just completed some fine snappy samples in misses', children's and boy's McKays and turns which show high-class workmanship and are much admired by the trade.

The James Linton Co.'s, Montreal, office and factory staffs, played an interesting hockey game Saturday last, which was won by the office team in overtime play, when they shot in two goals. Both teams are open for challenges from other shoe factories.

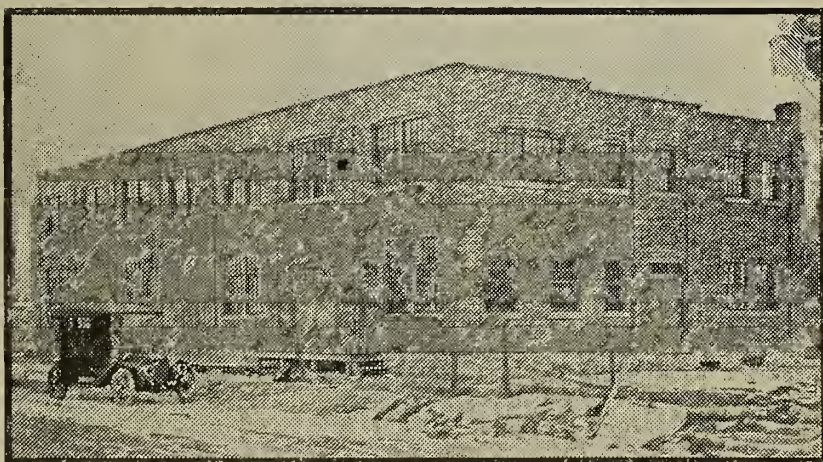
The Boot and Shoe Workers' Union is making steady progress. Among the firms who have recently decided to use the union stamp are: The Adams Shoe Co., Toronto; The Murray Shoe Co., London, and the Weyland Shoe Co., of Montreal.

Owing to a change from day to piecework, men in Underhill's shoe factory, in Barrie, went on strike. The importation of an American foreman is also said to have something to do with the dissatisfaction among the operators.

New Plant for Leather Tops

L. R. Hulbert & Co., Limited, have started operations in St. Catharines in their well equipped new factory. The factory itself is of brick, 50 x 100 in dimensions, two storeys in height. It is splendidly lighted, excellently ventilated and well heated—in fact, modern in every respect. The goods manufactured are lumbermen's leather tops, tennis shoe tops, and barefoot sandals. Of these the latter are the only ones made entirely on the premises. The company will deal largely with the rubber manufactures of Dominion and U. S. Rubbers will be shipped in case lots, and the leather tops fitted on. When in full running order from forty to fifty hands will be employed.

On the lower floor is located the cutting room. This is fitted up with the latest machinery and modern appliances for cutting the leather into the desired shapes and sizes; after which it goes upstairs, eyeletted and attached to the rubbers. Upstairs is the machinery for making the tops. To make a leather shoe top complete requires about twenty-five distinct operations. Electricity is the motive power that runs the machines. The lighting arrangements behind the machines upstairs is unique. Behind the long bench on which are the machines is a conduit of electric wire, and from these is a flexible arm attached to a lamp, which can be bent in any position desired by the operator. The leather tops are made in lengths running from seven to



eighteen inches in height for men's, youths' and boys' rubbers. L. R. Hulbert & Co., Limited, incorporated with a capitalization of \$40,000, has the following directors: L. R. Hulbert, president and treasurer; H. R. Rice, secretary and general manager; Edward Alley, president of the, Second National Bank, Cortland, N.Y., Henry Dickenson, attorney, Cortland; Dr. W. H. Merritt, mayor of St. Catharines. The superintendent is W. N. Hyder.

For the past four years the Rice-Hulbert Co. operated a factory in Cortland, N.Y., and while it has been a great success, the directors saw better prospects ahead of them in Canada. There is a very large demand in the Dominion by the rubber factories for these leather tops.

The employes that quit were engaged in the bottoming, last-ing, finishing and stock rooms. The trouble is now over.

The Yale Shoe Store, Winnipeg, will be entirely changed in the near future. A juvenile department will be established in the basement and the fixtures run up to the ceiling on the main floor. A cashier will be on the main floor and an entire alteration of system arranged.

The by-law to grant a three acre site and a fixed assessment to the Consumers Tire and Rubber Co. to locate a factory in St. Catharines was defeated by the ratepayers on January 28th, the small majority of thirty-three in favor of the measure being insufficient.

C. A. Culbert, who conducts a men's furnishing and shoe store in South Porcupine, Ont., was elected a councillor at the late municipal elections and his many friends are congratulating him on his success. He has recently opened a branch store in Timmons, Ont.

J. H. Pearce, of Montreal, General Superintendent of the Canadian Consolidated Rubber Co., I. W. Keuhner, superintendent of the Maple Leaf factory, Port Dalhousie, and P. Y. Smiley, superintendent of the Merchants' Rubber Co., Berlin, were in Toronto recently on business.

The United Rubber Manufacturing and Reclaiming Co., of Brantford, recently organized, has purchased a site of three and a half acres on Curtis street. R. G. Wooten, general manager, has announced that a factory, 70 x 250 feet, will be erected in the spring.

J. L. Studholme, of Victoria, B.C., who is the Western Canada representative of the Anglo-Canadian Leather Co., of Toronto, Wood Bros., St. Catharines, and the McQuay Tanning Co., of Owen Sound, has returned to the West after spending a few weeks in various points in Ontario.

The stock of the Orillia Shoe Co., of Orillia, Ont., who recently assigned to James P. Langley, of Toronto, was sold by auction by Suckling & Co., on January 28th. The stock of boots, shoes and rubbers consisted of \$5,904, polishes and findings \$83, furniture and fixtures \$632.

The McQuay Tanning Company, of Owen Sound, manufacturers of harness leather, will double the capacity of their plant and plans and specifications have already been drawn up for a large extension. Owen Sound has consented to grant the company a loan of five thousand dollars.

The returns for the year 1913 show that the total shoe failures in Canada were 45 as against 74 of the previous year, a decrease of 29. The total liabilities in 1913 were \$200,681 and in 1912 \$589,952. During the past quarter, however, the number of shoe insolvencies was 11 as against 6 for the corresponding three months in 1912.

John Nichols, veteran shoemaker, who for many years conducted a repair and custom shop on Yonge street, above Carlton street, Toronto, passed away last week at the advanced age of eighty years. He had a great many friends in the trade, and leaves a son and a daughter. He was a life-long member of Laurel Lodge, No. 110, I.O.O.F.

Z. Lesperance, representative for Eastern Canada of the Boot and Shoe Workers' Union, says that the four thousand men in the trade in Montreal do not work more than an average of seven hours a day, and some of them only five or six, and that the workmen are passing through a rather dull winter owing to the slackness in the shoe manufacture.

A meeting of the creditors of the Dominion Leather Goods Co., 79 Peter street, Toronto, who assigned on January 14th, to F. R. C. Clarkson, was held on January 29th. Ed. Lewis and William Edwards were appointed inspectors and tenders will be received for the stock, either en bloc or separately, up to February 5th. The assets of the company are placed at \$6,372 and the liabilities at \$8,842.

Sorting orders continue fair with the jobbing trade and spring goods are being shipped out in large quantities. The

recent snowstorms and thaws have given considerable activity to the rubber footwear trade but the demand for heavy rubber goods has so far been rather slack. Business in the footwear line is expected to pick up materially during the next couple of months as stocks are reported rather low at different points.

The Hartt Boot and Shoe Co., of Fredericton, N.B., recently shipped two carloads of shoes to the West—one to Winnipeg and the other to Vancouver. It is also interesting to note that business is so good with this firm that several more carloads of shoes are going to western points during the coming season, and another will be despatched within a few days. This speaks very highly of the popularity, style and splendid satisfaction given by the Hartt shoes.

The Williams Shoe Co., of Brampton, who have been established for many years, have gone into liquidation and at a preliminary meeting held last week W. J. Heaven, of the Anglo-Canadian Leather Co., Toronto, was appointed temporary liquidator. It is understood that the assets of the company are about \$165,000 and the liabilities \$120,000. A meeting of the creditors will be held on February 9th and it is expected that an arrangement will be made whereby the industry will resume operations.

The retail shoe dealers of London have joined the movement for early closing, and a petition is now being circulated among them for signature. The petition calls for the closing of stores at 7 o'clock every evening during the week and the abolition of the Wednesday half holiday. Several reasons are given for the action, among which reference is made to the Humane Society's work and the Lord's Day Alliance. A large number of the shoe dealers are in favor of the shortening of the hours and the petition is being largely signed.

It is not always the offering of a lower price that attracts trade. In fact, continually harping on price reductions, "slaughter sales," "carnivals of bargains" and the like, tend to cheapen a store and sometimes drive away the better class of trade, whereas only the least desirable custom is attracted. Efficient retailing is identified with good store service, clever, attractive, energetic, legitimate and persistent appeals for trade, backing up good merchandise and good values to ensure the goodwill of the public. Accomplish that and success is assured.

The Unique Shoe Co., Limited, of Toronto, has been organized and are applying for a charter. The capital stock will be forty thousand dollars and the president and managing director will be Jasper W. Phillips, late of the Solid Leather Shoe Company, Preston, Ont. The company have secured suitable manufacturing premises at 12 West Market street, Toronto, where they have two well lighted floors and about 5,500 square feet of space. The initial capacity will be two hundred pairs a day of misses' and children's, lads' and youths' standard screw and McKay lines. The output will be marketed through jobbers and already a large number of orders have been received. The company expect to begin manufacturing about March 1st.

Some of the shoe merchants of upper Yonge street, Toronto, are starting an agitation to have the stores which keep open until ten o'clock at night close earlier, and nine o'clock may be agreed upon in the near future. The early closing movement appears to be gaining ground. The agreement arrived at last month by several merchants of Queen street west, Toronto, to lock their doors every night except Saturday at nine is working well and all appear to be satisfied with the arrangement. It is probable that a petition may be circulated in the near future to have all shoe shops in Toronto shut down at eight o'clock in the evening and, if a sufficient number fall in with the idea, the petition will be

presented to the city council and that body asked to pass a by-law in the interest of early closing.

The Cook-Fitzgerald Co., Limited, of London, find their present plant at Richmond and Bathurst streets in that city too small for their rapidly increasing business and they have leased for a number of years from the Grand Trunk Railway the property formerly owned and occupied by the Southam Printing Company. This building, which is immediately across the way from the present factory, will be known as Factory No. 2. The demand for Astoria and Liberty shoes has been insistent, even during the dull period through which Canada has just passed and if the trade comes along for the next few years in the same ratio as in the past few seasons, a new modern factory will be built on land which has already been secured. The capacity of the combined plants will be about 2,000 pairs daily.

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.

The monthly conference of the superintendents of the Canadian Consolidated Rubber Co. was held on January 17th at the Maple Leaf plant, Port Dalhousie, and was well attended. One interesting feature of the visit was the manner in which the company is now stamping all cartons containing rubbers, which does away with the printing of the label and gumming it on. The new method, which saves time, labor and money is working out admirably. After the carton is made in the box factory it is taken to the printing department where, from orders given, the illustration of the shoe, name of the last, size and style of toe are printed on the end of the box. When a change of size or toe is desired the alteration is soon made by means of separate plates. This system has been installed in all the plants of the Canadian Consolidated Rubber Co.

A meeting of the directors of the Ames-Holden-Mc-Cready Company was held last week in Montreal, at which business conditions were thoroughly discussed. A. L. Johnston, of Winnipeg, vice-president of the company, attended and reported that business in the West was improving, and that the outlook was good. Clarence F. Smith, vice-president and general manager, said that the annual report for the year ending April 30th next will show that dividends have been easily earned. Business conditions generally are fairly good, and promise much better in the near future. This is particularly true of the Maritime Provinces and the West. It is an interesting sidelight on the business situation that the collections of the company for the past four months have been better than for the corresponding period of the year earlier.

The Edmonton Leather and Shoe Co., Limited, has received a standing order for all the leather a large concern in Michigan can use. The American company is paying the same price for leather f.o.b. Edmonton as they pay for other leather f.o.b. at their own city, which means that they pay the regular price plus the freight from Edmonton. It is said they do this because the leather made in Edmonton is of a much better quality, on account of a secret process invented by A. C. Todd, manager of the Edmonton Leather and Shoe Company's tannery, and formerly of Meaford, Ont. This is

the only leather that is waterproof, it is claimed. Several of the largest shoe dealers in Canada are buying large quantities of "shoe pack." The company has about 30 shareholders and its factory and tannery is at Manchester, just outside of Edmonton. It has been decided to pay a dividend of eight per cent. out of last year's profits and to install new machinery to double the actual production.

Fire gutted a four-storey brick building at 88 and 90 Teraulay street, Toronto, recently and did damage to the extent of \$55,000. The blaze started on the third floor, which is occupied by J. W. Hewetson Shoe Co., who have, however, removed the majority of their machines to their new factory in Brampton. It is thought that the fire was caused by the explosion of a tin of benzine dropped by a workman. As soon as the benzine was dropped, the interior,



A. KNECHTEL, STRATFORD, A LEADING SHOE RETAILER WHO HAS RETIRED FROM CITY COUNCIL AFTER SIX YEARS SERVICE

being made of wood, was soon a mass of flames and the girls and other employes of the fitting room were immediately thrown into a panic. The loss of the Hewetson firm will be about \$10,000. Several other concerns occupying other floors in the same building also suffered loss. J. W. Hewetson made an attempt to extinguish the flames when his attention was first directed to them and was severely burned about the hands and face. He was taken to the hospital for treatment, but was soon afterwards removed to his home and is able to be around.

PARCELS POST STARTS THIS MONTH

On February 10th the long-promised parcels post system will be inaugurated in Canada, according to the announcement made by the Postmaster-General recently. The service was promised for January first, but was held up by the inability of the department to make a satisfactory arrangement with the railways to carry the service. The railways demanded a total of six millions. It is understood that an agreement was finally reached whereby the railways will be paid three millions a year for carrying all the mails, including those by parcels post.

The rates so far announced deal only with the "local

zone." The territory around every post office within a 20-mile radius will constitute a local zone, within which local rates will prevail. These local zones will overrun provincial boundaries wherever the post office is located within 20 miles of such boundaries.

The local zone rate is expected to be of considerable benefit to merchants in small centres, who will thus have the advantage of posting at a lower rate than that paid by the large stores of the big cities beyond the 20-mile zone. The local zone rates will be:—

| | Cents. |
|---------------------|--------|
| One pound | 5 |
| Two pounds | 6 |
| Three pounds | 7 |
| Four pounds | 8 |
| Five pounds | 10 |
| Six pounds | 12 |
| Seven pounds | 14 |
| Eight pounds | 16 |
| Nine pounds | 18 |
| Ten pounds | 20 |
| Eleven pounds | 22 |

Eleven pounds is the weight limit under the new system. It will be noted that after four pounds the rate increases by two cents per pound. For the first three months of the parcels post the department will accept parcels up to a six-pound weight only. This is to provide against a rush of business at the outset before the facilities for handling the parcels post have been fairly tested.

In connection with the regulations regarding the system there will be full instructions for farmers and others regarding the methods of sending farm produce, such as butter, eggs, vegetables, and fruit.

The parcels post rates will be, of course, very materially lower than the prevailing express rates on parcels of corresponding size.

A LIVE WIRE IN THE WEST

Walter L. Joyner, who is one of the most progressive merchants in Western Canada, is English by birth, but Cana-



dian in his ideas and inspirations. About twenty years ago he arrived in Canada and located in Ottawa, where he was

engaged with A. A. Fournier, Limited, of which concern he later became vice-president and manager. A few years ago he decided to try the West, and after looking about came to the conclusion that Moose Jaw offered a decidedly favorable centre for future operations. He bought out the departmental store business of M. J. MacLeod Co. and since then has made many improvements and extensions to the establishment. Among them he opened up a splendid shoe department, where various leading makes are handled, as well as traveling requisites. Mr. Joyner states that he attributes his success in business to the loyal support and co-operation given him by his staff.

QUEBEC SHOE STRIKE STILL UNSETTLED

There is nothing particularly new in the Quebec shoe trouble. A few shops have worked a couple of weeks, but it was only in the fitting departments, wherein the plants were behind in that branch of the business. The factories are always open to those who want to work, providing the workers will sign the rules and regulations made by the members of the Manufacturers' Association. The men say they find two of these provisions opposed to the constitution of their union. One is that the employer or his representative shall have the exclusive right of engaging, discharging or suspending an employe, and the other is that the employer or his representative shall be the sole judge of the competence and ability of an employe to do his specified work. If there is no settlement effected soon there will be some shops which will throw open their doors to every member outside of the local unions. From time to time reports have been circulated that the trouble was about to be amicably settled, but so far nothing definite has been accomplished.

On January 16th fire broke out in the factory of Jos. Beaulieu & Co., situated on Colomb street. There was considerable damage done to the machinery, while the other portions of the building suffered from smoke and water. The work of repairing is now proceeding rapidly and in a couple of weeks, the shop will be running as previously. The loss was about \$15,000, which was partly covered by insurance. For next year, it is understood, the firm will make imitation Goodyear welts.

The brick building located at 461 and 463 St. Valier street was practically destroyed by fire on January 18th which originated on the top flat, occupied as a dwelling. The flames worked their way downward to the second and also to the ground floor, which was leased as a leather warehouse by Edgar A. Shee, Quebec representative of the Robson Leather Co., Oshawa, Ont. The damage done to the leather, of which there was some \$12,000 worth on hand, will amount to about \$8,000. A great part of the stock was patent leather, and the heat and water, along with the debris, soon ruined it. The office fixtures, which were very attractive, were also damaged to the extent of \$1,200. A. E. Marois has just purchased the building, and as it is a total wreck, he will be obliged to tear it down and rebuild. This makes the third serious fire which has occurred within seven weeks in the shoe and leather industry in Quebec. The first one was the destruction of the plant of Tourigny & Marois, who, however, are at work again, manufacturing in their new premises on Prince Edward street, in the building formerly occupied by A. Pion, glazed kid tanner.

W. A. Marsh, of the W. A. Marsh Co., Quebec, who has been ill for some months, is now showing much evidence of improvement. The doctors say that he is out of danger and as he is able to move around in his residence, his many friends in the trade hope to soon see him about again after his long indisposition.

Misleading the Public on "Cost" of Six Dollar Shoes

There has lately appeared in the press a long article on the cost of the leather in a six dollar shoe made in Canada and certain figures are given which are erroneous in many respects and calculated to mislead the public. The heading in a number of papers was "Leather costs \$1.73 but shoe brings \$6.00. To the ordinary lay mind this would seem as if the manufacturer and retailer on this class of shoe cleaned up between them exactly the difference—\$4.27. The whole production is such a concoction of false and unjust statements that it is scarcely worth giving the matter serious attention.

The contributor says: "Shoes have gone up one dollar per pair," which is not the case, as the increase on even the better grades of footwear has not been more than forty or fifty cents at the outside wholesale figure during the past three years.

"And," continues the writer, "the higher grade of top leather sells from thirty-two to thirty-five cents per square foot to the factory. A year ago it sold from thirty to thirty-two cents per square foot. The makers allow roughly three and one-half feet of upper leather per pair of shoes. This brings the cost of the upper leather to \$1.23 to the factory. Soles cost from 45 to 50 cents, this also being an increase of ten per cent. over the prevailing price of a year ago. The total is \$1.73 per pair for the actual leather. The wearer pays from five to six dollars a pair for this amount of leather once it is shaped into shoes."

If the average maker of high-grade Goodyear welts for men and women could get off to-day with \$1.73 as the cost of the leather he would consider himself remarkably fortunate. One wonders where the disbursements for counters, box toes, heels, top lifts, insoles, facings, etc., come in. The counters in a pair of shoes that retail at six dollars cost the manufacturer nine cents, the box toes add another five cents, the insoles from sixteen to twenty cents, the heels ten cents, top lifts, six cents, which runs the expense on each pair up fifty cents more, making the foregoing outlay (accepting the newspaper figures of \$1.73 as correct) \$2.23 for the leather. If a slip sole is included the cost is fully fifteen cents more.

Then what about linings, eyelets, hooks, heel socks, nails, cement, cork fillers, pull straps, inside backstay, top stay, facings and a dozen other items which all involve a considerable expenditure, not to speak of the cost of labor in making that six dollar shoe, which may run anywhere from fifty-five to eighty-five cents, according to what the factory figures in actual making expenses and the capacity and equipment of the plant. Then there are the selling expenses of from five to seven per cent., according to the territory covered, the administration expenses, which include office and supervisory help, light, power, heat, insurance, taxes, rent, waste, depreciation in plant, returns, advertising, freight, repairs, lasts, patterns, royalties, cartons, labels, etc., all of which make it cost the manufacturer to produce a shoe that retails at six dollars to-day anywhere from three dollars and fifty cents up to over four dollars, providing he uses good solid material throughout. His net profit on the shoe then will not average more than five per cent. at the most.

When any medium attempts to tell specifically what it costs to produce a shoe for which the wearer pays six dollars, it is entering upon a most difficult and intricate task, for the reason that no two factories figure cost exactly on the same basis. Certain makers charge some things to one account and some to the other, but in the end their entire outlay per pair is not very widely apart, so that it is almost impossible to say exactly what sum each five or six dollar

shoe entails in the numerous processes from the calfskin to the finished product. Certain makers compute the cost in sixty pair lots and others in twelve pair lots. Some figure the cost of the superintendent and foremen in each department into the actual labor expenditure, while others merely reckon on the basis of piecework and charge supervision expenses to administration account. A few firms figure in the labor cost the expense of selling the shoe, the advertising of it, etc. Some factories take the total of the overhead expenses and estimate that it costs twenty-two to thirty-five per cent. to start covering all items, outside of making and materials. No two plants have practically the same system.

A chartered accountant told the SHOE AND LEATHER JOURNAL the other day that he had audited books from one end of Canada to the other and in no industry had he found the basis of computing cost of production exactly alike. There is no doubt that shoes are going up in price for reasons that have been pointed out time and again in the SHOE AND LEATHER JOURNAL—the scarcity of hides and consequent shortage and advancing figure for leather and fabrics, the rising scale of wages, and the augmented cost of doing business generally, but to publish broadcast a half truth about the price of a shoe in the making, as the article in question had done, serves no good or useful purpose.

Why is the shoe manufacture singled out and made to appear as the chief sinner in the high charges for raiment? What about the clothing manufacturer, the hat manufacturer, the underwear manufacturer, the shirt manufacturer, and others? All these items of apparel have on quality goods gone up quite as much or more than shoes and not with the same justification in many instances, yet the footwear manufacturer and the retailer are represented as if they are either robbing the public or feeding fat at its expense. The "pure shoe" legislation passed in many States of the Union is an example of the harassing of the shoemaker. Proportionate to capital invested, the shoe manufacturer and the shoe retailer in Canada to-day are making less money than the average producer or distributor in any other line, but from reading the frequent deceptive references in the daily press, the ordinary reader would be led to the conclusion that these men were in some get-rich-quick scheme or had discovered a short and easily negotiated route to wealth.

THERE'S NOTHING LIKE LEATHER

"There's nothing like leather." There's a reason. Leather is a product of nature. Take a piece of leather and observe the way the fibres are knit together. It is Nature's work. It is so wonderful that man cannot hope to reproduce it. He cannot even re-create it. Let him boil a piece of hide. It will turn to gelatine. No power known to man can turn that gelatine back into leather. Let him shred it. No machine can re-weave the fibres into their former wonderful fabric. Let him take all the chemicals which go to make up a piece of leather, and mix them in all the ways that he can imagine, and he cannot make a single inch of leather. Synthetic leather seems farther away than the synthetic diamond.—Hide and Leather.

HE HAS A WELL-EQUIPPED INSIGHT

Born and brought up in the shoe business might aptly describe the career of W. A. Graveley, who is well and widely known to all shoe men in Eastern Ontario. His father was at one time a shoe merchant, therefore, the subject of this sketch was connected with the trade nearly all his life. Fourteen years ago he took a position with his brother, J. A. Graveley, of Valleyfield, Que., with whom he remained some four years. He then came to Ottawa and entered the service of the T. Lindsay Co., Limited, with whom he was several years, being head salesman in the ladies' department.

His next situation was with A. A. Fournier, Limited, as manager of their shoe department. Two years ago Mr. Graveley went to Smith's Falls, to take over the Smith's Falls Shoe Company's business, which was recently sold, and on returning to Ottawa in October last, he again took charge of the shoe department of A. A. Fournier, Limited. Mr. Graveley was born in Glengarry County, and is a son of the late Charles L. Graveley, of Cornwall. His mother was a descendent of one of the United Empire Loyalists family. He resides at 283 Arlington Ave., Ottawa, and says that he has always found the SHOE AND LEATHER JOURNAL very helpful and instructive to him in the many years that he has been identified with the trade.



THE COST OF FOOTGEAR

R. S. H. in a letter to the Toronto papers on "Shoes and Their Cost," says: A New York despatch says that because of the "pure shoe" bill shoes will soon cost ten dollars a pair. I am a tanner and currier by trade. I worked at it for fifteen years and handled 2,100,000 pieces of leather in that time, so I know something about leather. Twenty years ago wages were from \$2 a day to \$6 and the working day nine hours. Now wages are \$1.35 a day to \$3, aside from splitters and belt-knife men, and it costs only half of what it did to get out this leather twenty years ago. The process is much quicker. Machines do the work now where it used to be done by hand. Why, then, should we pay \$10 for a pair of shoes? Twenty years ago \$10 would buy the finest hand sewed made to order shoes in the world. I bought a pair of shoes two weeks ago for \$2.50, and I am satisfied that they are pure leather."

USING MORE LEATHER LOUIS HEELS

Makers of women's shoes now are using many "leather Louis" heels in place of real Louis heels of wood. These "leather Louis" heels are made of leatherboard, with a base, as well as a top lift, of real sole leather. On the base of some heels there are two layers of real sole leather. These base lifts extend beyond the breast of the heel and under the shank of the shoe, making the lip of the heel. They are glued to the shank, and are sometimes nailed. The operation must be neatly done, to make the joint smooth. The heels may be made in one or two decks. They are nailed to the shoes on the nailing machine in the usual fashion, except that the plates of the machines are re-set, in order that the nails will be driven into the heel, not through its sides. The lifts should be of good leatherboard, and firmly made, so that they will not check. The heel nail should be straight, and driven directly into the centre of the heel, where there is no chance for it to stick out when the heels are cut down to make a slim neck or concave breast. The supply of these "leather Louis" heels is abundant, and they are low in price compared with prices of true Louis

heels of wood. They look like real Louis heels, but close inspection shows that they are not quite such fine and aristocratic heels as are the real Louis heels.—American Shoemaking.

THE CITY AND THE SHOE FACTORY

A writer in the St. Thomas Journal says: "Is it true that the council is not anxious that the Wright Shoe Company should vacate its present quarters for the new building on Talbot street? A revenue would be lost to the city and an empty block be left on the hands of the municipality. This condition was forecasted a couple of years ago, when the city went into the real estate business. As a pertinent question, why is the new building not made ready for the shoe company? And if it can be placed in readiness for occupation, why is the company delaying its removal to more commodious and convenient quarters? I see a committee of the council has been named to complete the new factory. No report has ever reached the city what their predeceasing committee had done towards finishing the building. Will the people be called upon for more money, to give an after final touch to the building? The citizens are interested in the outcome of an investment that is unique in municipal housekeeping."

A. R. C. BRAND HARD TO BEAT

Undoubtedly the best game played on the open air rinks this season was witnessed on Withrow Park, Toronto, when A. R. Clarke & Co. beat Mathewson's by a score of 2-1. Over 2,000 spectators were on hand and the excitement was intense. Clarke's scored the only goal up to half time, when Mathewson's evened up early in the second half, Clarke's netting the winning goal five minutes before the finish. J. Spanton, P. McIlwain and A. George starred for the winners.

The Line-Up

| | | |
|-------------|--------|--------------|
| Clarke's— | | Mathewson's— |
| J. Ross | Goal | G. Ashdown |
| J. Spanton | Point | G. Wickham |
| F. Roberts | Cover | L. Thompson |
| E. Randall | Rover | A. Allen |
| A. George | Right | G. McCartney |
| P. McIlwain | Left | O. Heaglie |
| A. Cramer | Centre | N. Thompson |

Referee—Tackaberry.

The boys from the leather factory show every indication of again lifting the Hon. A. E. Kemp Cup.

HOW LONG WILL MEN HOLD OUT?

For more than five weeks past the boot and shoe factories of Quebec, whose proprietors are members of the Shoe Manufacturers' Association have kept their doors closed to their employes, says a recent despatch.

As was stated when the trouble started, the bosses presented their workmen with a slate of factory regulations, stating that any man who wished to remain in the employ

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The LOGAN TANNERIES

of the factory for which he had been working until that time, must sign them, and that otherwise the doors of the factories would be closed to the men, until they did see fit to sign. It was explained that if any man wished to sign the rules he was always welcome to do so, and that the employers would endeavor to find employment for all such men as were willing to sign the factory rules. Up to the present time, none of the men have signed.

There have been frequent rumors that the matter would be settled by the Unions in another way, and that it would not be necessary for the men to sign the rules, which they claim would be too binding on them, and mean that their Unions would no longer be recognized.

From the way things have turned out so far, it does not seem likely that settlement will be made on any other terms than those contained in the ultimatum which the bosses presented to their employes. The bosses have decreed that the Unions and rules of the Unions must be made subject to the rules of the factories in which the men are employed, and that they, the proprietors, will run their own factories, in the way that they deem best for the trade, and the service of the public.

The rules certainly do mean that the Unions will have no further hand in the running of the factories, and, as up to November 1st, 1913, the Unions had been in the habit of running the men in the factories after their own liking the proposition of the manufacturers, embodied in the new factory regulations, is a strange one to the Unions.

In the meantime there are millions of dollars' worth of stock and machines standing idle in the factories. The boot and shoe trade, the most important industry of the city of Quebec, is at a standstill, and there are no signs of a settlement between the employers and the employed, and these latter and their families are suffering from want of money.

Association Holds "Get-Together" Dinner

(Continued from Page 44)

himself, or his firm could at any time be of service, he would be happy to have the committee command him.

The annual "At Home" of the club is scheduled for February 13, and a good time is promised. Moving pictures will be used to show how shoes are made demonstrating the operation from start to finish. These were taken at the St. Louis Exposition, and have been kindly loaned for the occasion by the U. S. M. Co. of Canada.

Everybody being in a good humor, the dinner and smoker was naturally a success.

The guests of the evening were Messrs. Knowlton, Algeo, Whitley, and DeLancey.

"I thought there were no Chinamen in the Association," observed one member who could not stretch his neck enough to see who was rendering the "Chinese Grand Opera."

Much credit is due the committee, Messrs. Leonard, Giroux, and Algeo.

The "smokes" were plentiful and so were the fellows to smoke 'em.

Among those present at the interesting entertainment were: P. C. Price, P. E. Lloyd, W. A. King, F. B. Bowser, A. Mathews, H. Perras, Fred. Whitley, C. A. Duclos, G. A. Fortier, H. Dartois, F. H. DeLancey, T. O. Gadbois, H. E. Palmer, T. S. Maddock, J. W. Heurteau, Jas. F. Crozier, J. Lindsay, L. G. Selwood, S. C. Jones, M. McAuliff, E. D. Goodra, H. J. Guerin, F. C. Smith, D. J. McDermott, T. B. Dermody, G. R. Sloane, B. Labrecque, Ernest A. Whitley, Henry R. Whitley, H. Mitcham, D. Brownrigg, B. C. W. McLean, A. Blanchard, H. G. Cobb, C. G. Higginson, Al. Gaylor, Alf. Richards, P. Whitehead, P. Greanes, L. Garvin, E. W. C. Neville, H. Hill, Louis Mercier, T. D. Kinsella, J. C. Richard, Alex. Beaupre, H. Phillips, Henry Duvernay.

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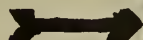
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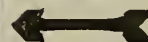
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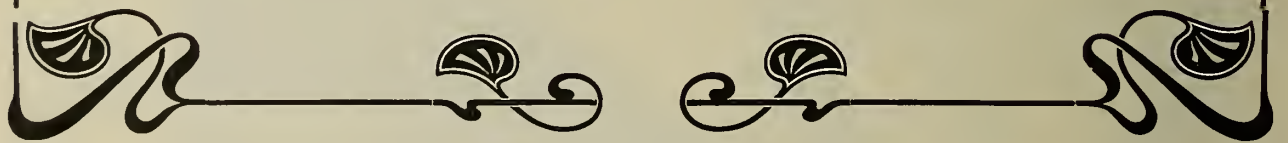
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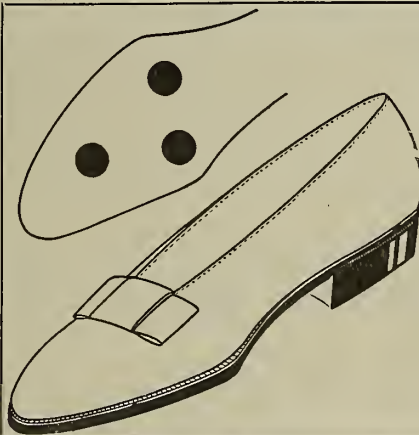
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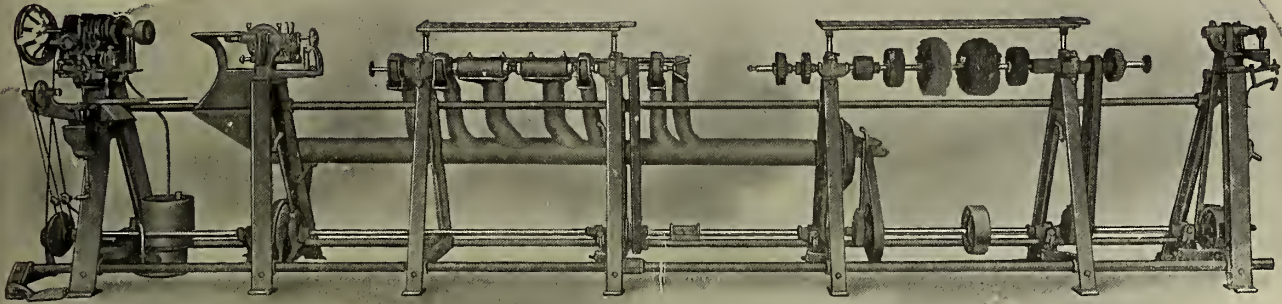
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| 1 Corrugated Rubber Bottom Finishing Roll | 2 Shank and Bottom Brushes |
| 2 Heel Brushes | 1 Stitch Cleaning Brush |
| 1 Levelling Roll | 1 Bead and Wheel |

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

Our Toronto Business has INCREASED



to such an extent that we were recently compelled to remove to much larger premises. Our new Toronto Warehouse is located at 146 Wellington St. West, and is a model establishment in every way.

The exceptional facilities for handling our goods and additional storage space will enable us to more adequately cope with the ever-increasing demand for

MINER and SHEFFORD RUBBERS

in the Toronto district.

Dealers handling our lines in this district should send their orders to our new Toronto Warehouse for rapid shipment.

THE MINER RUBBER COMPANY Limited

Granby - Montreal - Toronto - Quebec - Ottawa

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

PUBLISHED · TWICE · A · MONTH

Good Reading for February

How Rural Shoe Retailer should
Make Use of the New Parcel
Post System

Getting Out After the Boot Re-
pairing Trade and Making
Things Hum

The Value of Live Trade Journals
and What They Mean to the
Alert Retailer

Some More Interesting Incidents
of the Trade Over a Quarter
Century Ago

What is the Best System to Use in
Placing Shoe Stock on the
Store Shelves

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

Let me look after your Fall
1914 requirements in:—

SHOES

Including the famous "BOSTONIAN" for men and women.

FELTS

The Popular "ELMIRAS."

RUBBERS

Those well-known brands:
"KANT KRACK," "DAINTY MODE," "ROYAL," "BULLDOG."

I have made my selections with an eye to future selling, and only those lines which are assured of a big popularity next fall, are included in my stock.

You'll agree with me that I've chosen wisely when you see my salesman's samples.

Don't Miss Seeing Them, as your profits for next fall greatly depend upon the discretion you use in making your selections beforehand.

JAMES ROBINSON
182-186 McGill Street :: Montreal



It Stands Alone—

matchless in quality and finish.

Such is the universal declaration of shoe manufacturers who use A.R.C. Brand

PATENT LEATHER

Its high and increasing reputation is due to adamant adherence to our quality standard. We aim to produce a line that must be absolutely uniform in good quality at all times and seasons and in all places. This policy of an unvarying quality standard has increased our output to such an extent that we are now operating the

**Largest and Most Modern
Patent Leather Plant in
the British Empire. :: ::**

Specify A.R.C. Brand in your next patent leather order—
results will convince you of your good judgment.

A. R. Clarke & Co., Limited

Toronto :: Ontario

Branches
Montreal and Quebec

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

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

SERVICE!

Your wife sometimes forgets to order one or two items from the grocer when shopping in the morning, and, just before dinner, she finds out that there's no bread, or no butter, in the house. What does she do? Why, she goes to the telephone, and calls up the grocer, and says: "Mr. Sunlight, I've run out of bread. Would you mind sending me a couple of loaves at once. I need them for dinner."

And what does Mr. Sunlight say? He says: "I'll send them right around." And, regardless of the fact that he only makes a cent or two profit out of the order, he drops whatever else he's doing, wraps up the bread, and sends it around, or takes it to your house himself.

And your wife says to herself: "Sunlight's all right! He can have my trade as long as I'm living in this town."

Sunlight's strong point is *SERVICE*. He doesn't say to your wife: "Can't you send some one for the bread? My wagon's in the stable, and all the clerks have gone home, and I haven't anybody to take it around."

No,—Sunlight "delivers the goods."

Now, our strong point is "SERVICE," and we, too, "deliver the goods."

In a week or two you'll be asked for your 1914 placing order for rubbers. In deciding to whom to give this order, remember that a placing order is about the easiest thing handled by a manufacturer of rubbers. He has plenty of time to fill it in, just as the grocer has plenty of time to fill your wife's morning order. But will he be *able* to, and will he be *willing* to, fill your "rush" order for "bread and butter," when you need certain styles and sizes in a hurry next fall and winter? *Can* he, and *will* he, take care of you in an emergency, when delay in the delivery of your sorting order means the loss of some of your customers, and brings discredit to your store?

We *can*, and we *will* take care of you in your emergency. Remember this, when handing out your 1914 placing order.

Canadian Consolidated Rubber Co., Limited
Montreal

28 Branches Throughout Canada



Cross-section view of the
DR. A. REED CUSHION SHOE

Real Foot Comfort

Can be best secured by wearing the
DR. A. REED CUSHION SHOE—
the *original* cushion sole shoe.

Are you trying to satisfy the demands
of your customers for comfort by sell-
ing an inferior article?

Send in a trial order for DR. A. REED
CUSHION SHOES and prove for
yourself what splendid sellers they are.

Made in a variety of shapes and leathers.

J. & T. BELL LIMITED
MONTREAL, CANADA

MAKERS OF HIGH-GRADE FOOTWEAR
and Sole Makers of the *Dr. A. Reed Cushion Shoe.*

PACKARD'S

Is now a household word throughout Canada, and "there is a reason" as every user of their famous products can attest. QUALITY counts—every one of the Raw Materials used in making the various lines of Leather Softeners and Preservatives is selected and of the highest grade. Each line of

POLISH

is a standard line—Every Bottle or Tin is Guaranteed.
A "Money back if not as sold" consideration for Retailer and Consumer.

Now Mr. Retailer, we want you to get interested in our

SHOE POLISH

PROPOSITION

WHICH MEANS PROFIT TO YOU

WRITE US BEFORE PLACING YOUR SPRING ORDER

NOW is the time to look over your stock.

You'll be getting busy soon.

IF IT'S NEW
PACKARD HAS IT.

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

MANUFACTURERS OF
PACKARD'S SHOE POLISHES

PHOTOGRAPHIC PROOF

This is a photograph of a recent shipment of **Hartt Shoes** made to our Western Trade



The **Hartt Shoe** has a Canadian National reputation

Form 2-1922 Bill of Lading approved by the Board of Railway Commissioners for Canada by Order in Council July, 1922. Approved by Order in Council dated December 1st, 1924. For use on Government Railways

**INTERCOLONIAL RAILWAY
PRINCE EDWARD ISLAND RAILWAY**

Shipper's No. _____
Agent's No. _____

ORDER BILL OF LADING—ORIGINAL

RECEIVED subject to the classification and tariffs in effect on the date of issue of this Original Bill of Lading at _____, Fredericton, N.B. December 1st 1914

from _____ the goods described below in quantity and order, packed as stated (contents and condition of contents as packages unopened, marked, consigned and delivered as indicated below, without liability or agreement to carry to the extent of delivery of said destination, if on the date of delivery to another carrier, carrier with the route to said destination. It is mutually agreed as to each carrier of all in any of said goods over all in any portion of said route, by destination, and as to each party at any time hereafter in all or any of said goods, that every contract to be performed hereunder shall be subject to all the conditions whether printed or written, herein contained (including conditions on back hereof) and which are agreed to by the shipper and accepted by the carrier.

The shipper of this Original ORDER Bill of Lading hereby agrees that he will be responsible for the delivery of his goods. Inspection of goods covered by this bill of lading will not be permitted unless provided by law or unless permission is endorsed on this original bill of lading or given in writing by the shipper.

The Rate of Freight from _____

| Class | Rate | Class | Rate | Class | Rate | Class | Rate | Class | Rate |
|-------|------|-------|------|-------|------|-------|------|-------|------|
| 1 | | 2 | | 3 | | 4 | | 5 | |

Consigned to **ORDER OF** The Hartt Boot & Shoe Co. Ltd. (Name of consignee)
 Destination Winnipeg (City or place)
 Notify West Northern Securities Co. (Name of agent)
 At Vancouver (City or place)
 Name W. H. Bell (Name of shipper)
 No. 62405 (Number of bill of lading)

| No. | DESCRIPTION OF ARTICLES AND SPECIAL MARKS | WEIGHT | CLASS OF GOODS | CHARGES |
|-----|---|--------|----------------|--------------------|
| 194 | Leaves Shoes | 19100 | | See bill of lading |
| | Value \$ 22572.00 | | | |

Received of \$ 230.00 to apply in payment of the charges on the property described hereon.

Shipper's Name J. R. & G. R. Tea, Milwaukee & M. W. & J. R. Tea, St. Vancouver

Per W. H. Bell Shipper

HARTT SHOES

Our SAMPLES will create a big business for next Fall, owing to the fact that we have foreseen the trend of public opinion as regards STYLES, LASTS, etc., and our Samples shown for Fall 1914 will be the product of the greatest effort we have ever made.

ORDER NOW

Form 2-1922 Bill of Lading approved by the Board of Railway Commissioners for Canada by Order in Council July, 1922. Approved by Order in Council dated December 1st, 1924. For use on Government Railways

**INTERCOLONIAL RAILWAY
PRINCE EDWARD ISLAND RAILWAY**

Shipper's No. _____
Agent's No. _____

ORDER BILL OF LADING—ORIGINAL

RECEIVED subject to the classification and tariffs in effect on the date of issue of this Original Bill of Lading at _____, Fredericton, N.B. December 1st 1914

from _____ the goods described below in quantity and order, packed as stated (contents and condition of contents as packages unopened, marked, consigned and delivered as indicated below, without liability or agreement to carry to the extent of delivery of said destination, if on the date of delivery to another carrier, carrier with the route to said destination. It is mutually agreed as to each carrier of all in any of said goods over all in any portion of said route, by destination, and as to each party at any time hereafter in all or any of said goods, that every contract to be performed hereunder shall be subject to all the conditions whether printed or written, herein contained (including conditions on back hereof) and which are agreed to by the shipper and accepted by the carrier.

The shipper of this Original ORDER Bill of Lading hereby agrees that he will be responsible for the delivery of his goods. Inspection of goods covered by this bill of lading will not be permitted unless provided by law or unless permission is endorsed on this original bill of lading or given in writing by the shipper.

The Rate of Freight from _____

| Class | Rate | Class | Rate | Class | Rate | Class | Rate | Class | Rate |
|-------|------|-------|------|-------|------|-------|------|-------|------|
| 1 | | 2 | | 3 | | 4 | | 5 | |

Consigned to **ORDER OF** The Hartt Boot & Shoe Co. Ltd. (Name of consignee)
 Destination Winnipeg (City or place)
 Notify Canadian Express Co. (Name of agent)
 At Fredericton (City or place)
 Name W. H. Bell (Name of shipper)
 No. 251 (Number of bill of lading)

| No. | DESCRIPTION OF ARTICLES AND SPECIAL MARKS | WEIGHT | CLASS OF GOODS | CHARGES |
|-----|---|--------|----------------|--------------------|
| 251 | Leaves Shoes | 25500 | | See bill of lading |
| | Value \$ 29436.00 | | | |

Received of \$ 211.00 to apply in payment of the charges on the property described hereon.

Shipper's Name The Hartt Boot & Shoe Co. Ltd.

Per W. H. Bell Shipper

The Hartt Boot & Shoe Co. Limited

Fredericton, N. B.



"It's a Classic!"

Do you realize the full potency of what this little miss means by saying; "It's a Classic!"

If you don't, you've never handled the "Classic" line and you're the man we are particularly anxious to speak to.

The "Classic" shoe is a shoe that has won a pre-eminence among shoes of recognized high quality. It's a shoe that looks well; wears well; and feels well, giving the maximum of solid comfort, and satisfaction to the wearer.

Get a good assortment in stock—there's a wide and attractive range to choose

from, for ladies, misses and children—and the next time a customer asks for a good shoe, recommend and sell her the "Classic."

Don't forget to make a display of them in your windows—there are many people now passing your store whom the "Classic" will bring inside.

Getty & Scott Limited

GALT : ONT.

Be Prepared for Bigger Rubber Sales Next Fall

New Season opens March 2nd



This will be the time to place orders for your Fall requirements and when ordering be sure you make no mistake and specify those reliable quick-selling brands:

“Kant Krack,” “Dainty Mode,” “Royal” and “Bull Dog.”



You'll have good reason to be satisfied with the choice of your rubber stock if you specify these brands. They're stylish without being freakish; comfortable but not clumsy; thoroughly reliable in every phase of the making—just the kind of rubber footwear that will make a customer glad to do business with you.

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 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. |



YOUR



USMC



**GUARANTEE
FOR QUALITY**

**UNITED SHOE MACHINERY COMPANY
OF CANADA**

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

The PERTH Shoe



The majority of the most reliable Canadian retail shoe dealers, are building up fast growing businesses through that especially great Perth Shoe factor—VALUE.

We mean value in workmanship, materials, style distinctiveness and last utility. Perth value is the demonstration of *genuine worth* at popular prices.

Women's Goodyear Welts exclusively.

The Perth Shoe Co. Limited
Perth, Ont.

Rubber Footwear Season 1914-1915

Opening Date - - - Monday, March 2nd



Wait for the celebrated

"Maltese Cross" Line



Right Goods

Right Prices

DISTRIBUTING AGENCIES:—

ONTARIO

W. B. Hamilton Shoe Co., Limited, Toronto
 D. D. Hawthorne & Co., Toronto
 J. D. King Co., Limited, Toronto
 The John McPherson Co., Limited,
 Hamilton
 Sterling Bros., Limited, London
 J. A. Johnston Co., Brockville
 C. Stephens Co., Limited, Collingwood

QUEBEC

James Linton & Co., Montreal
 Alfred Lambert, Inc., Montreal
 Thompson Shoe Co., Limited, Montreal
 Canada Shoe, Montreal
 J. H. Begin, Enreg., Quebec
 J. H. Larochelle & Fils, Quebec
 Eastern Townships Shoe Co.,
 St. Hyacinthe

MARITIME PROVINCES

Waterbury & Rising, Limited, St. John,
 N.B.
 J. W. Boyer & Co., Victoria, N.B.

MANITOBA

Thomas Ryan & Co., Limited, Winnipeg

ALBERTA

A. McKillop & Co., Limited, Calgary

SASKATCHEWAN

Maybee, Kennedy, Limited, Moose Jaw
 W. G. Downing, Limited, Regina

BRITISH COLUMBIA

Damer, Lumsden Co., Vancouver

Also Branches of Gutta Percha & Rubber, Limited, at

MONTREAL

WINNIPEG

REGINA

CALGARY

EDMONTON

VANCOUVER

GUTTA PERCHA & RUBBER, LIMITED

Toronto - Canada

Shoe Factory for Sale

THE WILLIAMS SHOE CO., LIMITED

BRAMPTON :: ONTARIO

Owing to lack of working capital, the above company finds itself in financial difficulties, and the undersigned has been instructed to take steps for the sale of the business as a going concern.

One of the largest and best equipped Stapl McKay and Goodyear Shoe Factories in Ontario.

Present output about \$500,000 per annum.

Capacity about 1,500 pairs a day.

Factory adjoins both Grand Trunk and Canadian Pacific Railways.

Unsurpassed shipping facilities.

Within 20 miles of Toronto.

Splendid train service.

Site.—About one acre of land. Factory 150 x 50, addition of 85 x 50, stock room 100 x 40, 3 floors throughout.

No labor troubles. Many employees have been with the company 5, 10, and 15 years, some longer.

Here is an opportunity to step right into a completely equipped modern shoe factory and make money from the first day.

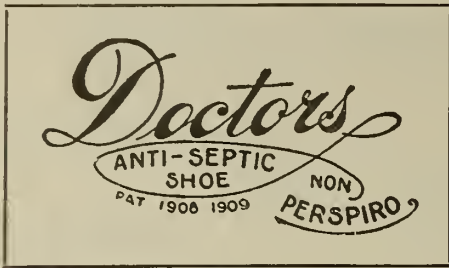
The company has about \$90,000 worth of Spring orders, with more ground not yet covered.

For quick sale.

For further particulars apply to:

W. J. HEAVEN, 665 King Street West, Toronto

PROVISIONAL LIQUIDATOR



Here's a Shoe that will Boost Your Fall Trade



THE
TEBUTT
SHOE AND
LEATHER
COMPANY
LIMITED
THREE RIVERS
QUEBEC

¶ All the essential qualities of a shoe for Fall selling are embodied in the Doctors Shoe.

¶ Sturdy yet dressy, comfortable but not clumsy, and thoroughly waterproof; the Doctors Shoe is particularly suitable for Fall wear.

¶ The waterproof quality of the Doctors Shoe is not an empty theory. Both the soles and the uppers are waterproofed by a special process, and to prevent the slightest feeling of dampness, there is a sole of thermal asbestos between the outer and inner soles.

¶ The Doctors is truly an ideal Fall shoe.

¶ You should have a good assortment in your Fall stock. Your jobber sells them.

AMES-HOLDEN- McCREADY LIMITED

Our Policy

Satisfaction in the wear of our shoes, and profitable selling lines for the Retailer.

Our regular customers know what we can do, we ask others to give us a trial order.



It stands to reason that shoe manufacturers who *specialize* turn out better goods because they do so.

We have three large factories. In No. 1 Factory we make nothing but Men's, Boy's and Youths' fine goods. In No. 2 Factory we make nothing but Ladies', Misses' and Childs' fine goods and in No. 3 Factory all staple lines.

The Brains in these factories are concentrated in the *special* lines they are making.

OUR SHOES have the SNAP, STYLE, FINISH and INDIVIDUALITY that the public are looking for.



SEASONABLE GOODS always on hand at the BIG-IN-STOCK-HOUSES

AMES-HOLDEN-McCREADY, LIMITED

Montreal

St. John

Toronto

Winnipeg

Calgary

Edmonton

Vancouver

Sole Selling Agents for Granby and Maple Leaf Rubbers



**THE MARK THAT STANDS FOR THE VERY
BEST IN FINE FELT FOOTWEAR**

WHEN you buy a stock of "Elmira" Felt Shoes and Slippers, you are NOT making an experiment—you are NOT taking a hazardous risk—you ARE making an investment that will bring you swift, satisfactory returns.

For over 13 years "Elmiras" have been recognized leaders. Every piece of material, every seam in Elmira quality, is made with an expert's knowledge and a thorough insight into the people's requirements.

And "Elmira" shoes and slippers are made up to a standard, not down to a price. We do NOT mean to say that "Elmiras" are highly priced—far from it. Our prices are far and away below what the good quality of our products would warrant.

We want you to send for our illustrated catalogue and there to get a line on the wide range of SHOES and SLIPPERS for 1914. Only by seeing the "Elmira" Trade Mark on the goods you buy, can you hope to win the maximum profits and prestige.

ELMIRA SAMPLES WILL BE IN THE HANDS OF ALL THE
BEST CANADIAN SHOE JOBBERS, EARLY IN JANUARY

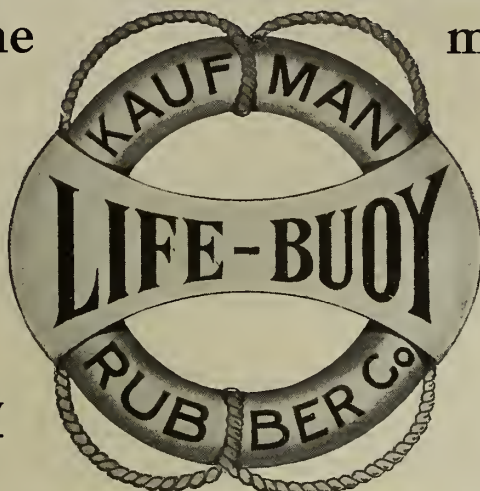
Manufactured by the Elmira Felt Co., Limited
Berlin - - Ontario

The New Rubber Footwear Season for
1914-15 will open on Monday, March 2nd

(See our Advertisement in next issue)

WAIT for the man with the

LIFE-BUOY



LINE

NEW STYLES

NEW

LASTS

NEW IDEAS

THE KAUFMAN RUBBER CO., LIMITED
HEAD OFFICE AND FACTORY, BERLIN, ONT.

LONDON
342A Richmond St.
VANCOUVER

EDMONTON

TORONTO
76 York Street
SASKATOON

WINNIPEG

OTTAWA
281 Wellington East
FREDERICTON

TRURO

MONTREAL
310 Craig St. West
CHARLOTTETOWN

*The Aird
Line of
Turns
&
McKays*

This is a particularly snappy line of perfect fitting and stylish lasts for men, women, boys and youths. While every care is taken to produce goods that will appeal in style to the most fastidious, the wearing quality is not by any means sacrificed.

You'll find by placing your Fall orders with us, that you've made a wise and most profitable selection.

A host of attractive samples are now ready for your inspection.

AIRD & SON MONTREAL
CANADA

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 Street, Toronto



McDermott Pumps Sell Themselves

if given a fair chance. Have you ever noticed that?

Display them effectively in your window or store and their snappy appearance and up-to-date workmanship will do the rest.

The particular woman, who desires the best in footgear, instinctively picks a McDermott Pump, whether Welt, McKay or Turn, as the last word in the shoemaker's art.

But they won't sell, if kept on the back shelf.

THE McDERMOTT SHOE CO.

Women's Shoe Specialists

MONTREAL

A Boot Lace that Will Outwear the Boot

is a very strong statement, but quite true when said of

Brough's New Heavy ORIENT LACE C57 Gents' in 4/4 and 5/4 lengths C56 Ladies' in 5/4 and 6/4 lengths

Boxed single pairs in attractive sealed cartons, TO RETAIL AT 10 CENTS THE PAIR, gives a fine profit for the dealer. Sells on sight, it's so attractive and just new.

This shows a single pair carton sealed at each end by small Union Jack



Showing box of 72 pair cartons, one gross laces.



THE ORIENT LACE is a soft, silk finish, cotton lace. Fast color, well Tagged and very sightly. Guaranteed perfect in every respect. This is the Best lace we can make and we are proud of it. No one else can make quite as good. The tags never pull off. The lace always stays tied, even when new, because of the soft, supple finish. This is a very strong selling point.

This makes a nice line for shoe store men for use now in Special Sales.

It is so profitable you can give salespeople extra inducements to push them, and make a welcome addition to your profits.

ORDER AT ONCE. WE HAVE STOCK BOTH BLACK AND TAN
Made in England by BROUGH, NICHOLSON & HALL, LIMITED, Leek, Staffs. 112 Wood Street, London, E.C.

COMPLETE LINES 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

"Altera" Embossing Machine

built by the

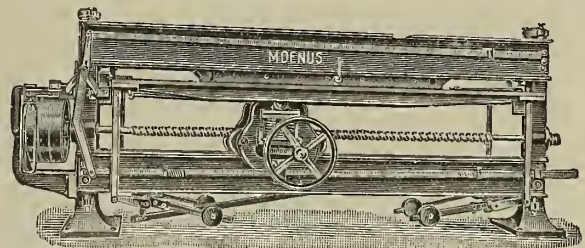
MOENUS MACHINE COMPANY, Frankfurt a.M., Germany

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 R. M. Beal Leather Co.
Limited
Lindsay, Ont.

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 order and be
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No. 13
 14 in. leg.

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MOHLENE "A"

Absolutely pure—guaranteed not to contain an ounce of mineral or vegetable oils—absolutely uniform every day in the year.

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If you are not using Mohlene "A," now is a good time to start.

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THE  SHOE

FAMOUS FOR
 IT
 FASHION
 FINISH

IF 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.

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Throughout The Coming Year

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To Specify

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Appears On The Surface of All Genuine
Diamond Brand Fast Color Eyelets
Dispels All Doubt. The Kind
That Time Does Not
Change.

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Prepare for a big Fall Business with the Rideau Line

OUR Salesmen are now in their respective territories with Fall samples. We would strongly urge you to give these goods your thorough inspection. You will find that the Rideau Line includes many new, snappy features, in addition to the "old standbys" that have already proven themselves to be very popular sellers.



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Rideau Shoe Co., Limited

103 Latour St.
MONTREAL



SHOE & LEATHER JOURNAL

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Will Parcel Post System Aid Rural Shoe Retailer?

He Has the Benefit of Local Twenty Mile Zone System and Possesses Advantage of Posting at a Lower Rate Than That Paid By Large City Stores Outside This Radius—How He Should Avail Himself of This Concession and Keep Out Goods of the Mail Order Houses

With the inauguration of the Parcel Post system in Canada, the question is asked, what effect it will have upon the retail merchants as compared with the departmental stores?

Will the rural retailer suffer by this modern adjunct to the post office department, which has been in operation in the United States with great success for a year and a half, and is now being launched into Canada. So far as can be learned, few, if any of the smaller merchants across the border have lost business owing to its introduction, and, in fact, many of the live ones have taken advantage of it to extend their trade in the surrounding country. Like the rural mail delivery, rural telephones, and other conveniences of modern life, it was a step that was bound to come sooner or later.

They View the Matter Calmly

The rates, method of operation, etc., have been published in the daily and weekly papers, so that it is not necessary to go into lengthy details in this respect. There is no good of trying to scale a mountain before one reaches its base, or shouting before one is injured, and so far as the views of many retailers in the country are concerned, with whom the SHOE AND LEATHER JOURNAL has communicated, they appear to view the new arrangement with a great deal of satisfaction. It will be remembered that, while Parcel Post has at last arrived, there was an agitation over it—long and persistent. A potent influence against the venture was the opposition of the retail merchants who had visions of being swamped by the departmental stores. Further opposition was offered by the express and railway companies, whose revenues might be affected by the competition.

A Handy Reference Schedule

Six pounds is the limit during the first three months, until the system gets fairly under way. The zone system, which is of particular interest to shoe merchants includes, as is well known, any post office within twenty miles of the place of mailing and the rates are:

5 cents for the first pound; 6 cents for the second pound; 7 cents for the third pound; 8 cents for the fourth pound; 10 cents for the fifth pound; 12 cents for the sixth pound.

It may be pointed out that as soon as a parcel goes out-

side of the twenty mile zone, the rates are double in many cases.

The latest schedule is as follows:

| | 1 lb. | 2 lb. | 3 lb. | 4 lb. | 5 lb. | 6 lb. |
|--|-------|-------|-------|-------|-------|-------|
| Any post office within 20 miles, including place of mailing..... | 5 | 6 | 7 | 8 | 10 | 12 |
| Any post office beyond 20 miles, but within the Province of Ontario..... | 10 | 14 | 18 | 22 | 26 | 30 |
| Any post office in Quebec or Manitoba..... | 10 | 16 | 22 | 28 | 34 | 40 |
| Any post office in Saskatchewan or Maritime Provinces..... | 12 | 20 | 28 | 36 | 44 | 52 |
| Any post office in Alberta... | 12 | 24 | 34 | 44 | 54 | 64 |
| Any post office in British Columbia..... | 12 | 24 | 36 | 48 | 60 | 72 |

The maximum charge on any parcel shall not exceed 1 cent an ounce.

Keep in Touch With Local Trade

It might be mentioned that the twenty mile zone extends into an adjacent province, where the town is located on the boundary line. It would appear as if the twenty mile area is where the local shoe merchant or general store keeper is going to reap his great benefit. Generally speaking, the trade of a country retailer does not extend beyond the twenty mile radius and he has a decided advantage in the matter of rates over a departmental store, which seeks to scatter its goods over the whole province. When articles are sent outside of the local zone, the figures for one pound parcels is 10 cents; two pounds, 14 cents; three pounds, 18 cents, etc., until six pounds will cost 30 cents, which is more than double the rate inside the twenty mile zone. It would, therefore, seem that if the local merchant properly makes known the facilities of his store through judicious advertising, keeps his stock well selected, his premises clean and his windows nicely decorated, he has little to fear in regard to the encroachments of the larger mercantile concerns. He has as already stated, a decided advantage in the matter of rates, and should realize the fullest and best possibilities of

Parcels Post in the matter of giving service and delivery. By the new regulations of the Parcel Post system, the local dealer has this means of holding his own against the encroachments of mail order houses and it would seem that the post office department, in providing low rates for a twenty mile radius, has equipped the rural retailer with a means of fighting the larger enemies, the departmental store and the mail order organizations. By means of the local zone system, the merchant in even the smallest town or out-of-way village, can reach the back concessions and rear townships under very favorable postal advantages, where these people might otherwise send their money to the larger cities. Of course, the twenty mile zone is not so decided an advantage that the average town or village business man can rest on his oars. He must be wide-awake and avail himself to the last cent of protection that the twenty mile radius affords him.

The Question of Radial Railways

Out of the Parcel Post system, another question has arisen, and that is in the matter of Hydro radial railways. This question has been actively taken up by the Journal of St. Mary's, Ontario, and other progressive papers published in enterprising towns. It is the general experience that where the radial railway serves several towns, all benefit, as a general rule. The fear that the larger centres secure the patronage of the citizens of all smaller places, by reason of frequent electric communication, is largely imaginary. Radial railways which connect up villages, hamlets and other near-by points, bring the interests of the district closely together and establish free and easy communication. More radial lines should prove a decided convenience to the merchant in availing himself of the facilities of the Parcel Post.

Speaking of the dual advantage, an exchange ably sums up the situation as follows:

"The problem of radial connection with radial sections becomes of double importance with the advent of Parcel Post. The merchant located in a town where radial connections are good, will be in a good position to send out goods to customers in a few hours' time. Farmers who hitherto have been compelled to do all their shopping on their occasional visits to town or by mail, entailing long delays, will be able to enjoy the privilege of sending in orders to town at any time and getting delivery in a few hours. Are they likely to purchase their supplies thereafter in any other way? The merchant who has the advantage of radial connections and who advertises, should find the Parcel Post measure with its local zone, a lever for the increasing of his business. As the need for radial roads is so directly bound up with commercial expansion, retail merchants should take an active part in their encouragement. A feature also which must not be lost sight of is the fact that, so far as Ontario is concerned, the development of the Hydro-Electric supply is solving the power problem. With the unlimited possibilities of Niagara power, the province should soon be honey-combed with electric lines, bringing increased comfort to farmers and increased business to the merchant. With Parcel Post here, no time should be lost in taking up the question of Hydro-Radials."

A Comparison of Rates

For the first three months until Parcel Post is established and working smoothly, no parcels over six pounds in weight will be carried, and after that period any packet up to eleven pounds may be despatched through the mails and the charges in the local zone system will be seen to be considerably cheaper than express rates. Here is a comparison:

| | Parcels Post | Express |
|------------------------------|--------------|---------|
| 1-lb. parcel, 20 miles..... | 5c | 25c |
| 2-lb. parcel, 20 miles..... | 6c | 25c |
| 3-lb. parcel, 20 miles..... | 7c | 25c. |
| 4-lb. parcel, 20 miles..... | 8c | 25c |
| 9 lb. parcel, 20 miles..... | 18c | 30c |
| 11 lb. parcel, 20 miles..... | 22c | 30c |

For places immediately outside the 20-mile radius, the express companies would be on more equal terms for parcels beyond 4-lb. weights. Outside the local zone, for instance, the postal rate on a 10-pound parcel is to be 46 cents. The express rate for a similar parcel is 30 cents. The 46 cents will, however, take a parcel from Toronto to Port Arthur, while the express companies would charge 75 cents for the same service.

In isolated rural communities, miles away from an express office, the Parcel Post will be found more advantageous. Instead of having to drive perhaps ten or fifteen miles to get an express package, merchants can have goods delivered at their doors by the mail carriers.

To places outside Ontario, the following comparison will prove interesting:—In the zone which includes Quebec and Manitoba the Parcel Post rates are:—1 lb., 10c.; 2 lbs., 16c.; 3 lbs., 22c.; 4 lbs., 28c.; 5 lbs., 34c.; 6 lbs., 40c.; 7 lbs., 46c.; 8 lbs., 52c.; 9 lbs., 58c.; 10 lbs., 64c.; 11 lbs., 70c.

Express rates to representative points in these provinces are:—Montreal, 6-lb. parcel, 40c.; Quebec, 6-lb. parcel, 55c.; Winnipeg, 6-lb. parcel, 90c.

The SHOE AND LEATHER JOURNAL would like to hear from representatives of the shoe trade in various parts of Canada, how they view the parcel post system and rates, and what effect, if any, its introduction is having on conditions in their respective communities.

Well Equipped Factory Will Be Sold

As will be noticed on another page of the SHOE AND LEATHER JOURNAL, the business of the old-established Williams Shoe Co., of Brampton, Ont., is being offered for sale by the provisional liquidator. It appears that this company, which was organized over twenty years ago, with an authorized capital of \$50,000 and paid-up capital of \$31,500, has, on this limited amount, found it growing more difficult to finance. Finally, it was found impossible to continue without additional funds being raised. This, coupled with the recent money stringency, has brought about a reverse, and at a meeting of the creditors, held a few days ago, to devise some ways and means, it was decided that it would be in the best interests of all to have the concern started on a new basis.

The meeting was of a very friendly character, and it was agreed that everything should be done to facilitate, if possible, the continuance of the business. The total amount done during last year was about \$500,000 and the goods of the company, which embrace a general line in men's, women's and children's Goodyear, McKay and Standard screw, were sold from coast to coast. The statement presented shows that the liabilities are about \$150,000 and the assets are practically the same amount. By those in a position to know, it is felt that this is a splendid opportunity for a manufacturer to step in and conduct a well-established and widely-known factory, which has on hand some \$90,000 in orders for spring delivery. The staff, selling organization and plant are all in good shape. The capacity of the factory is 1,500 pairs a day, and about 150 skilled hands are employed, many of whom have been with the concern for years. This has been one of the leading industries of Brampton and the town authorities are very desirous of seeing it continued. The factory is well located, with excellent shipping facilities, is modern and well laid out in every respect. The creditors are desirous of doing everything in their power to carry on the business, and the fact that half a million dollars has been done annually on a paid-up capital of a little over \$30,000 demonstrates the possibilities under reorganized and aggressive management.

Get After the Boot Repairing Trade If You Want It

Do Not Be Afraid to Call for and Deliver Parcels, Work Up Telephone Calls, Send Around Catchy Cards, and Make Your Shop Known—The Progressive Methods of Toronto Man Which Are Full of Live Pointers



To build up a live expanding repair trade it is necessary to get out among the people and tell them about your establishment, facilities and prices. When business methods and a thorough oversight are brought to bear upon the well equipped boot repair shop, there is no reason why they should not be equally as successful as in any other line of trade.

One of the most flourishing stands of this kind is that of Richard Stephens, 1088 Bathurst Street, Toronto. He calls his place "The Boot Repair Works," and he has certainly brought to bear upon it some unique methods of building up and retaining trade. He decided that the best way to get increased patronage was to go after it, and six months ago engaged a man to cover the North Western portion of the city. This has been thoroughly done for several months.

Special Phone List

Here is one of Mr. Stephens' catchy cards, on the reverse side of which is his list of prices.

R. STEPHENS, BOOT REPAIR WORKS

1088 Bathurst St., near Dupont.

HILLCREST 2207

All work called for and delivered. Give us a trial order

SPECIAL PHONE LIST

| My | Doctor | Phone No. |
|----|---------------------|-----------|
| " | Dentist | " |
| " | Druggist | " |
| " | Dressmaker | " |
| " | Milliner | " |
| " | Grocer | " |
| " | Butcher | " |
| " | Confectioner | " |
| " | Shoe Store | " |
| " | Florist | " |
| " | Taxi Cab | " |
| " | Cleaner and Presser | " |
| | Police Call | Main 222 |
| | Fire Call | Main 215 |
| | | " |
| | | " |

In the first week this representative called at every house for many blocks around, left his card and stated that all work would be called for and delivered. This meant also that the goods would be delivered on time and not several hours late, as is the case with many repair men, which destroys the confidence in the repairer and exhausts the patience of the patron. Mr. Stephens who is vice-president of the Reliance Shoe Co., Toronto, of which P. E. Rivett is president, is a former city traveler for the Reliance Shoe Co. For several months he has been devoting his entire attention to the Boot repair works and sometime ago bought out Mr. Rivett's interest in the latter business. He has a twenty-foot repair outfit with stitcher and keeps four hands constantly employed, while in the busy seasons, five men are engaged. Most satisfactory results have been brought about by wide-awake alert methods and practically three quarters, if not more of the orders attended to by this firm come in by tele-

phone. Mr. Stephens uses the following tag which is very neat and comprehensive.

809

N

R. STEPHENS
BOOT REPAIR WORKS
 1088 BATHURST STREET, near Dupont
 Phone Hillcrest 2207

-**Whole Soles Sewed**.....
-**Half Soles Sewed**.....
-**Half Soles Nailed**.....
-**Turn Soles Sewed**.....
-**Rubber Heels**.....
-**Heels**.....
-**Toe Caps**.....
-**Patches**.....
-**Rips**.....
-**Wanted**..... **Price**.....
-**Name**.....
-**Address**.....

809

Price

Name

Price

809

Address

A cross is put opposite the item which requires attention, and after the work is all done, the bottom of the numbered tag at the first perforated line is detached. This, as will be seen, bears the name and address of the customer, together with the price of the job. This slip is retained by Mr. Stephens and the upper portion of the tag is attached to the parcel. The boy on delivering the job detaches the last portion of the tag indicated by a second perforated line, and brings the small slip back. The customer retains the balance. This is the check on the boy as the slips must correspond in number and amount with those kept in the shop.

Thus everything works very satisfactorily and the price really appears on the tag three times—on the slip retained by the proprietor, on the slip retained by the boy, and on the portion of the tag left with the customer. Each night Mr. Stephens takes the various slips that he has in his possession and classifies them according to streets. He has a card index system containing the names and street addresses of each of his customers. By going over each day's coupons and comparing them with the cards in the index file, he knows exactly how many new customers have come in in the course of a day. He also puts a small dot over each name indicating how many jobs have been received from that person or family. In answer to telephone calls a boy goes out on a bicycle every morning, collects all the shoes at the various houses, and in the afternoon all the jobs go out. Practically all work is promised within twenty-four hours.

The canvasser who goes around calling on the various houses carries a large suit case with him and makes regular

visits to scores of customers each week. He returns to the shop at noon and at night and often brings back several pairs of shoes with him.

It may be asked what excuse a canvasser would have for calling at houses every week, and if such a solicitor would not be making a kind of nuisance of himself. This problem was solved by Mr. Stephens who conceived the idea of getting up a neat card on one side of which were his prices and on the



THE SHOP HAS AN ATTRACTIVE FRONT

other side recipes for cakes, puddings, pies, etc. Just one recipe was put on the card each week and they were numbered one, two, three, four, five, etc. Mr. Stephens pointed out that these recipes were all tried and tested and were used by the best French and English Chefs. The cards also stated that his man would call each week for repairs and give the householder a new recipe.

This aroused considerable interest and many people got to looking for the cards each week, and in case they did not get them telephoned the proprietor. Thus Mr. Stephens has kept his name constantly before a large number of clients. The advantages of his system are that he gets out the work promptly, that all jobs are turned into cash within twenty-four hours, that there is no confusion around the shop, practically every piece of work being called for and delivered. The greatest proportion of the business is by telephone, as already pointed out, and Mr. Stephens, by his card index system, has a list of his customers, their street addresses and their telephone numbers. This is an invaluable possession considering



THE INTERIOR OF R. STEPHEN'S BOOT REPAIR WORKS, TORONTO

that in case he should move away he still has a permanent, tangible connection with his patrons. He intends next month to start sending out a monthly art calendar to each of his customers. This calendar will cover the month only, and about five hundred will circulate.

The accompanying pictures are good illustrations of the

front of his shop and the workroom. Standing to the rear are Richard Stephens, proprietor, and Harry Hunt, the foreman. At the left is Fred Martin and at the right P. Judd and Arthur Gunter. Mr. Stephens is well satisfied with the expenditure that he has gone to for recipe cards, special tags, special representative, etc., and says they have paid him well.

The Prices Charged

Here is the schedule of printed prices, which will be raised this spring.

PRICE LIST—BOOT AND SHOE REPAIRING

| | |
|---|--------------|
| Rubber Boots, Soled and Heeled..... | \$1.25 |
| Men's Sewn Whole Sole and Heels (from toe to heel)..... | 1.50 |
| Men's Sewn Soles and Heels..... | 1.15 |
| Men's Sewn Soles only..... | .85 |
| Men's Heels only..... | .30 |
| Men's Nailed Soles..... | .65 |
| Ladies' Sewn Soles and Heels..... | .90 |
| Ladies' Sewn Soles only..... | .65 |
| Ladies' Nailed Soles only..... | .50 |
| Ladies' Heels..... | .25 |
| Boys' Sewn Soles and Heels, 1 to 5½..... | 1.00 |
| Boys' Nailed Soles and Heels, 1 to 5½..... | .75 |
| Youths' Sewn Soles and Heels, 9 to 13½..... | .80 |
| Youths' Nailed Soles and Heels, 9 to 13½..... | .60 |
| Misses' Sewn Soles and Heels, 11 to 2..... | .80 |
| Misses' Nailed Soles and Heels, 11 to 2..... | .60 |
| Child's Nailed Soles and Heels..... | .55 |
| Patches and Rips..... | 10c. upwards |
| Rubber Heels, Men's..... | .50 |
| Rubber Heels, Ladies'..... | .40 |
| New Leather Heels..... | 40c. upwards |
| Buttons put on with Fastener..... | .10 |
| Tan Boots Dyed Black..... | .25 |
| Shoes Stretched..... | .10 |
| Skates sharpened..... | .10 |

January Shipments Beat All Records

A recent edition of the Galt Reporter says: "We called at the Getty & Scott shoe factory this morning and were informed that they had experienced the biggest month's shipment in its history, the amount exceeding \$124,000 for the thirty days in January. The factory is running full time, with full capacity, and also working three nights a week until 9 o'clock. When asked how they accounted for this large volume of business under present conditions, the scribe was told that the firm attributed their success to the fact that "Classic Shoes" are in a class by themselves and will compete with the best article made on the American continent, and no doubt the dealers appreciate this fact. The shoes are artistically designed, scientifically constructed, and in the hands of progressive shoemakers. About a year ago the factory was completely reorganized and the machinery re-arranged according to the latest and most scientific ideas in shoe factory operation. This was done to reduce production costs and to provide for an increase in business, which the members of the firm confidently expected would follow. Subsequent events have more than justified the changes made, as, during the last eighteen months, their business has shown an increase in production of sixty per cent., a remarkable record under present conditions in Canada. This factory gives employment to more than four hundred operatives and has one of the largest pay rolls of any shoe factory in Canada."

Over Two Hundred Patents as Leather Substitutes

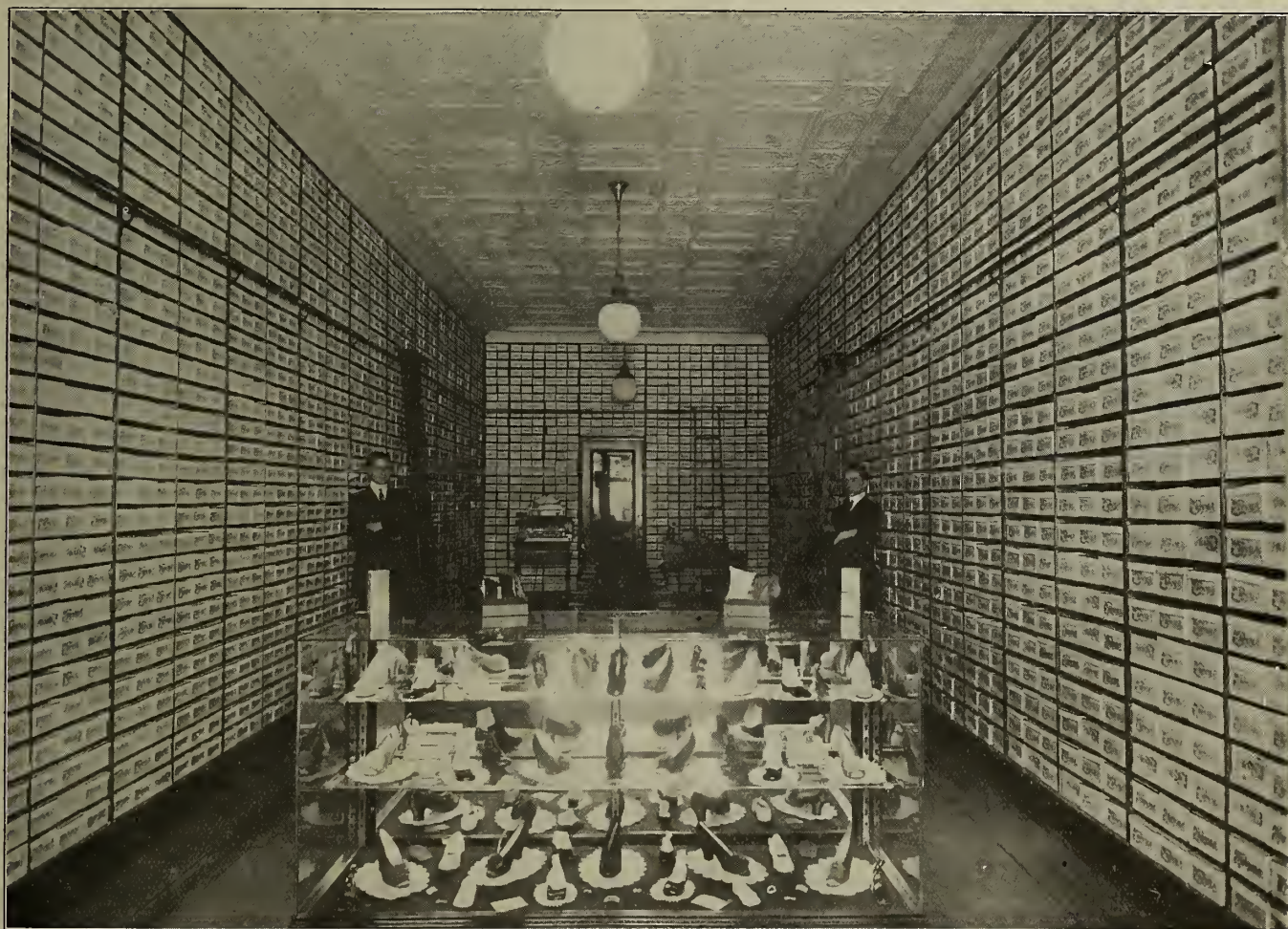
Majority Have Never Proved a Commercial Success—Cotton Fabrics Coated with Certain Compounds and Afterwards Calendered and Embossed are Used for Many Purposes

In spite of the higher quotations for leather, its quality is decreasing considerably, says J. M. Kessler, in *Fibre and Fabric*. To overcome these difficulties artificial products have been proposed as substitutes for leather for many years. More than two hundred patents have been taken out for this purpose here and abroad, the majority of which either have never passed beyond the experimental stage or have not met with commercial success.

The only manufactured leather that will meet the requirements of the upholstery, bookbinding, novelty, wall paper and similar leather trades as to price, appearance,

uniformity and durability is that which consists of cotton fabrics coated with pyroxilyn compounds and afterwards calendered and embossed in any desired grain or design. The fabrics may be sheetings, sateens, moleskins, drills, ducks, etc., either bleached or dyed to match the coating and sized if necessary.

Alexander Parkes, an English chemist, in the early fifties of the last century, was one of the first to introduce pyroxilyn in connection with oil and resins for impregnating cloth to make it waterproof and pliable. Although the present process of manufacturing artificial leather rests on these old



AN UP-TOWN STORE THAT IS VERY NEAT AND ATTRACTIVE

One of the handsomest shoe stores in Toronto is what is known as the upper Yonge street shop of the Royal Shoe Company, which was opened about eighteen months ago, and is doing a flourishing trade in that splendid business section near the intersection of Bloor street. The store proper is forty feet deep and fourteen wide and there is a large reserve stock room at the rear. The ceiling is twelve feet high and is covered with metal of an attractive pattern. The single shelf system prevails throughout and the cartons are of uniform size with a universal label of pleasing design. The entrance is tiled and the display windows are about nine feet deep with oak panelings and mirrors which serve to set forth the special trims effectively. The door is of oak with

bevel plate glass and also the interior⁷ woodwork, including the individual fitting chairs. At the front is an artistic show case for displaying findings and evening slippers in which a large trade is done. A system of bicycle ladders enables the stock to be reached easily. The cash register and manager's desk are at the rear. C. J. Simpson, who is seen standing on the left, is the manager, and, previous to coming to Toronto, he was for several years in charge of the shoe department of the Hudson's Bay Company at Calgary. He began his career in the footwear line in his home city of Brantford. On the right is seen J. H. Coughlin, his assistant, who comes from Stayner, Ontario. A shoe shine stand is conducted on the premises.

patents it took almost forty years to overcome all the difficulties in producing a flexible, non-adhesive, waterproof coating, which at the same time had the necessary toughness with extreme pliability and plasticity to replace real leather in many instances.

One of the largest customers of artificial leather both for upholstery and tops is the automobile industry. Most of the well known automobile firms which manufacture hundreds of the low-priced popular cars a day have adopted it exclusively. All the other lines of furniture upholstery are using it extensively. Multi-colored effects with dull finish in artificial antique, also called Spanish and mission leather, find ready and steadily increasing markets. Pocket-books, handbags, leather novelties in the cheaper grades are made entirely from the cheaper substitute.

It is especially well fitted for the production of staple leather goods on a large scale, due to its ability to be manufactured relatively cheaply in any modern coloring and graining effect and in unlimited quantity and a uniform thickness throughout. Another great advantage is that it can be sewed much more easily with a machine than real leather of equal thickness. An order for over two hundred thousand pieces of military accoutrements, placed by the French army in the early part of this year, impartially proves that the new product stands the most critical tests and highest demands.

Trunk and suitcase manufacturers are consuming great quantities of this substitute for real leather because of its waterproof properties. For the same reason it is used for sweatbands in hats and caps, for doll bodies, toys, book-binding and wall paper. Most of the government and municipal libraries and public reading-rooms have adopted it as the best existing binding material, especially for hard usage of circulating books and heavy volumes like cyclopedias, atlases, etc. The writer knows of one particular public library where the original binding of over sixteen thousand volumes has been changed to that of artificial leather during the last year.

Whereas in the heretofore mentioned applications of the new product the imitation only of the different grains of real leather is shown, there is a much wider field open for original designs and artistic displays in wallpaper made from it. Railroads throughout Europe are decorated with these newer coverings in simple and multi-colored effects. In this country the use of artificial leather is limited to the upholstery of smoking cars. Several governments have introduced it as wall decoration in living compartments on battleships and in armories. For hospitals and for the household in kitchens and bathrooms, it is especially valuable.

No other wall covering is more sanitary and permanent than this because it is damp proof and can be cleaned easily with soap and water whenever desired. Grease, smoke and atmospheric influences do not affect it in the least. It can be made completely unflammable and so decreases risk in case of fire. The shoe industry consumes the largest amount of real leather and here the artificial leather plays a very important part also. It is used for linings and to make cheap slippers, leggings and gaiters. There are many other ways in which artificial leather may be employed owing to the excellent qualities which give its adaptability a wide scope.

A New Machine for Soling Shoes

There has lately been demonstrated at the warehouse of C. Parsons & Son, 79, Front street east, Toronto, a most important invention for shoemakers and repair shops. It is known as the Gritzner Hand Soling Sewing Machine and is manufactured by the Gritzner Machine Co., Limited, of Durlach, Germany. This device has been the object of

much interest among the repair men and shoe retailers. The apparatus is exceedingly simple and a pair of shoes can be soled by any one in less than five minutes. The Gritzner Hand Sewing Machine is operated on the principle of the sewing machine, only that the motion is produced with the



THE DEVICE FOR SEWING ON SOLES

aid of a handle bar, as compared to other machines driven by a fly wheel. One result is that the operator becomes immediately aware of any hitches occurring during the sewing. It makes a lockstitch and sews with the upper and lower thread. The welt cannot be damaged while sewing because the feeder moves in the channelling. The machine sews the narrowest welts close to the uppers without pushing aside or stopping the needle. It is capable of fine adjustments and occupies very little room. The stitchmaking is the same as with any lockstitch machine—the machine sews with upper and lower thread. To keep the upper thread moist and slippery, it is dipped into a solution of gum tragacanth. For the lower thread, pitch thread is used, which, with the aid of a special Spiritus heating apparatus, can be warmed up, thus making the pitch liquid. By this process the same durability of the seam is obtained as if sewn by hand. The length of the stitch is adjustable up to 6 mm. The needle has a cutting point similar to an awl, and diagonally to the feeding line it produces an oblong hole forming a pearlike stitch and keeping the leather from being sewn off when making short stitches.

The accompanying cut shows the inventor, Mr. Beer, who is a shoemaker by trade, operating the machine in the factory at Durlach, Germany. Karl Goldschmidt and J. Seelig, selling agents for the machine were in Montreal and Toronto and other cities recently.

A. Chadwick, who sold out his shoe business on Gerrard street east, Toronto, some time ago, is going into the shoe repair business and will open a shop on Gerrard street near East Toronto.

Your Very Best Investment Is a Bright Trade Paper

The Man Who Wants to Know What to do to Get More Trade, What to do to Increase His Income and What, When and How to Buy Must be a Reader of Trade Journals—The Clearing House for Ideas

By FRANK FARRINGTON

There isn't anything about making money that gives us a frown. Fond as we may be of baseball, pool or auction pinochle, we like making money better.

They say it takes money to make money, and it's true. If we don't have any money we have to borrow it. Getting into business without capital is like getting into society without clothes. It can't be done.

Have you ten dollars in the bank or in the cash register?

If you haven't, go out and borrow it, because I have something I want you to use that ten for. No, don't send it to me. I've got ten of my own.

You can invest ten dollars right now where it will bring you ten tens, a hundred tens, perhaps more before the year is over.

How many trade papers are you taking? Are you taking ten dollars' worth a year? Are you paying ten dollars a year in subscriptions to trade journals and business magazines? If you are that's all I have to say to you, because you have made your investment and you will get the returns—unless you don't read those publications.

But if you are spending any less than ten dollars a year for trade and business literature you are saving money at a great expense. Every business man *needs* half a dozen trade publications or more. He needs the ideas they contain. His own ideas run out. He puts a mistaken value on his own ability if he doesn't take pains to find out what other people know.

A Dollar Well Invested

Every dollar invested in trade journals that you *will read* is a dollar invested where it will bring you bigger returns than a hundred invested in goods.

Wouldn't you willingly give ten dollars for an idea that would enable you to increase your income, the receipts of your business or your salary a net hundred dollars? Well, if you knew where you could spend ten to that effect, wild horses couldn't hold you back from making the expenditure.

If you have not been spending ten dollars a year for business literature it is for the reason that you do not believe it will pay you as I say it will.

Perhaps you argue that you do take a number of trade papers and that they don't bring you any money. Either you don't read those papers or else you are mistaken. If you read any trade papers regularly, I don't care what it is or whether it is directly applicable to your individual business, it will bring you money, business, success—far more than ten dollars' worth.

A trade paper is not like medicine. The man who reasons that if a dose of medicine is good a whole bottle full will be better is going to poison himself. The man who reasons that if one trade paper is good more will be better is going to put rubber into his heels, enthusiasm into his brain and gimp into his backbone.

The trade paper, the technical publication applied to your business, will put life into it in spite of you unless you throw it in the waste basket without reading it.

A Really Dangerous Habit

And if you don't want to see your business take a jump, don't let any of the people employed around your place get at the trade papers. The employe who gets the habit of reading such literature is sure to want to start something.

Keep the papers of that sort away from the boys, or in a short time you will find they are learning the business faster than you are.

The advertisements alone in one good trade paper are worth a good deal more than ten dollars a year if you study them. The trade press of the country has developed tremendously in class and in independence in the last few years. There are no better informed men connected with your business than those whose opinions and experiences and advice you find in the trade papers connected with it.

The man who wants to know what to do to get more trade, what to do to increase his income, where and what and when to buy for use or for sale in his business, must have the trade papers, or else he will find it utterly impossible to keep up with his competitors.

Why Competitor Forges Ahead

If your competition is getting the better of you, if your business is falling back actually or comparatively, make up your mind that competition is making use of the trade journals. Even if you are not spending ten dollars a year for trade literature and using it, the other fellow is, and *he will get your business.*

If you spend ten dollars this year for trade papers to read—not to fill waste baskets with—and at the end of the year claim you have been unable to get any dividends on the investment, I want to have a talk with you. I have seen many men try the trade journal method of finding out, and I never knew one to fall down. If you can read any trade paper honestly for a year and not make it worth ten dollars to you there must be a kink in your intellect somewhere.

If you won't spend ten dollars, spend five, but when you make that cut in your appropriation remember you can't get ten dollars' worth of good by spending only five dollars, and the second five will pay you better dividends than the first five.

A Shoeman of Wide Insight



A. L. Wright, who has accepted the position as head salesman with the Smith's Falls branch of J. J. Haines Shoe Houses, has had a thorough experience in the retail shoe trade with which he has been connected for the past fifteen years. He was for a number of years with Morris & Co., of Glace Bay, and with Robert Neill, of Peterboro. He has also had considerable experience in Montreal and other centres. Mr. Wright is an expert window trimmer and card man and has devoted much attention not only to the buying and selling end of the shoe trade, but is also an expert on publicity. As a display manager he has few equals and sketches of his work have appeared from time to time in the *SHOE AND LEATHER JOURNAL*. The holiday windows of the head store of J. J. Haines, which is located in Belleville, were dressed by Mr. Wright and were very favorably commented upon by a large number of people. He is a diligent student of everything pertaining to the shoe trade and style problems and has many friends who wish him every success in his new position.

He Started With Less Than \$100

Identified with Winnipeg from its earliest days—away back in 1874—and starting in the shoe business in a small, narrow shop with less than one hundred dollars capital, the career of Thomas Ryan, to-day head of the big wholesale house which bears his name, reads more like a tale in fiction than an accomplished result. Yet this gentleman whose name is almost a household word in footwear circles in the West, has proven himself to have larger interests than his business. He has always found time to engage in works of charity, and last Christmas Day provided a splendid dinner for over a thousand poor citizens of the Prairie Capital. Outside of his closest personal friends no one really knows the extent of the good works done by Thomas Ryan, and one might spend hours with him, yet he would make no mention of his philanthropic efforts. Aggressive and alert in business, he has a warm heart and, if the truth were known, many young men who have in the years gone by come as strangers to Winnipeg, owe their first start in Western Canada to the man who directs the affairs in the big, seven-storey wholesale shoe house on Princess street. Mr. Ryan may well be called one of the merchant princes of the West. For several years he served the citizens of Winnipeg in the capacity of alderman and later as mayor.

A Canadian from the ground up, he arrived in Winnipeg from Perth, Ont., just forty years ago, when the now flourishing capital city of Manitoba was little more than a mere hamlet. He looked around for a shoe shop and find-



ing one in a cramped, badly lighted frame building on the east side of Main street, just a couple of doors north of James street he started in to cobble shoes. But he had pluck and determination to make good, and just seven years later he owned one of the finest and most prosperous retail shoe establishments in Western Canada, if not in the Dominion. This earned for him the title of "Shoe King." Like other men, he had his trials and troubles, financial and otherwise, and in the years of depression which followed the collapse of the memorable Winnipeg boom, he had a keen struggle to keep his head above water. By the exercise of the strictest economy and using all the business ability which he possessed, he managed to weather the storm. Out of the small repair and custom shop grew the live retail business and from the latter emerged the wholesale house of Thomas Ryan & Co., Limited. The expansion has been steady and constant, and to-day the establishment enjoys a trade which compares favorably with any in the Dominion. The presi-

dent is Thomas Ryan, vice-president, George Ryan, secretary-treasurer, T. D'Arcy McGee and T. M. Ryan is a director.

A firm believer of the old adage "that there is plenty of room at the top," Mr. Ryan has always shown an ambition when he took hold of a matter that it should be worked out successfully, and his splendid mercantile career amply proves that close attention to business, combined with thrift and making full use of one's ability will succeed in the West or any other portion of Canada.

The Woman and Her Shoes

Walking up Yonge street the other day I thought I saw an out-of-town friend a few paces ahead of me, and hurried to catch her. When almost within reach of her modish sleeve I hesitated for fear I might be mistaken, says a woman writer in a Toronto paper.

"I know she has a set of furs like that, and her hair is just the color of Ann's," I thought, but something kept me from touching that neat green sleeve.

"She's just the right height, and her clothes are so smart and individual—just like Ann's," I tried to persuade myself, but the hesitation remained.

"Her shoes," I thought, suddenly, "that will settle the matter." So my eyes traveled down the slight, upright figure from the lovely hat to the hem of the perfectly-hanging skirt—and underneath this last they spied a pair of unpolished, unsightly run-down heels! It certainly wasn't Ann, and I slipped back into the crowd disappointed.

Then I began to think about that girl who could have everything else so nice and be so dreadfully "run down at the heels." She reminded me of another girl behind whom I had walked and remarked to my companion:

"What a very smart-looking girl!"

"Ye-es," he said, slowly; "but look at her heels."

Seldom, if ever, before have shoes received so much attention from all classes of women as they do at the present time. Once it was looked upon as being only within the means of the rich to have a large collection of shoes. It may even be recalled that there was a time when the majority of women had but two pairs of shoes, one for "every day" and the other pair for Sundays and other dressy occasions. To-day wage-earners and society women alike have a variety. A young woman stenographer was heard to remark recently: "This is the eighth pair of shoes I have bought this season," and although she may have been an exception, one would judge from those seen on the street that shoes claim a large percentage of the wage-earners' income.

The care given to the shoes is of more consequence than many imagine and one may save several dollars through a year with but slight exertion. If the shoes are low, a shoe-horn is almost indispensable when putting the shoes on the feet to prevent tearing or ripping of the back seam. A shoe tree is an absolute necessity to insert immediately after removing from the feet while the shoes are warm, to prevent the shoes from creasing and becoming misshapen. Shoes that receive even this slight amount of care will repay one by retaining their new appearance much longer than if no attention is paid to them.

When laying patent leather shoes away for a time it is well to oil them to prevent cracking, and in laying white shoes for even a few hours it will be found that if they are thoroughly brushed and then a little French chalk or even cornstarch is rubbed over them it will save much cleaning. This will postpone for some time the first cleansing, after which the shoes seldom look so well. The shoes, of course, must be thoroughly brushed before wearing.



TENTH ANNUAL DINNER TENDERED AN EFFICIENT SALES STAFF

The tenth annual dinner of the staff of the Rannard Shoe Co., of Winnipeg, which was held recently at the new Fort Garry Hotel, was an event that will be recalled with pleasure for many a day by the twenty-six members who gathered around the festive board. The accompanying illustration affords a glimpse of the bright, alert salesmen who helped to make the turnover of the firm during the year 1913 reach the very gratifying sum of nearly three hundred thousand dollars.

The boys from the store at 330 Portage avenue sat around the end of the table nearest the camera and those from 536 Main street are seen at the far end. The employes of the 273 Portage avenue shop, known as the Nickle store staff, were located on the right, while the heads of the firm partook of the many good things provided at their post on the left side of the table. Every member of the staff of the three establishments was presented with a cheque by the company in appreciation of the energy and co-operation which they had shown during the year. Prizes were donated for the highest sales and efficiency. J. Webster, who has charge of the men's department at 330 Portage avenue store and C. P. Nicholls, who is head of the ladies' department in the Main street establishment, were the respective winners. James Waddington, of the Main street store and George Yeager, of the Portage avenue shop, won the awards given for all-round, reliable work and constant attendance.

The Rannard Shoe Co. have named their stores as follows:—No. 1, 536 Main street, corner of James; No. 2, 330 Portage avenue, corner of Hargrave, and No. 3, 273 Portage avenue, formerly the Nickle boot shop, which was acquired a few months ago. C. F. Rannard, head of the firm, occupied the chair at the banquet and made a capable and genial presiding officer, the proceedings passing off amid much enthusiasm.

May We Discount for Early Placing

The rubber footwear selling season will start on March 2nd and the various companies are making preparations to send out their representatives to secure placing orders.

The recent cold weather has had the effect of causing retailers to get rid of a large portion of their stock, which moved very slowly before the holidays, owing to the warm weather. Just what changes will be made in prices this season it is impossible to foretell, as the manufacturers are now engaged in preparing lists. While the price of crude rubber is lower than a year ago, still the cost of all kinds of fabrics is high. It is rumored that while there may be a slight revision in quotations some of the companies, if not all, will revert to the former order of things and allow an extra five per cent. discount for early placing, providing retailers give their orders during March and April, which are the two big selling months. It will be remembered that up to a couple of years ago this plan was followed, but of late it has been discontinued.

Showing Seven New Lasts

J. T. Tebbutt, of the Tebbutt Shoe and Leather Co., Limited, Three Rivers, Que., was in Toronto last week showing a fine range of samples. Mr. Tebbutt reports an active business during the past year and says that the volume of trade was larger than during the previous twelve months. The firm is showing several new lasts, mostly on semi-recede toe and the wide stub toe. The Professor Gold Cross and the Doctor's Antiseptic Cock-of-the-North are still leading favorites with the trade, being made in gun metal, patent and tan. One feature of the Doctor's Antiseptic shoe is that it is waterproof and double-stitched, while the "Professor" is distinguished for its cushioned effect and comfortable fit, being on orthopedic lasts. The firm also makes a nice line in Standard screw and McKay for men, boys and youths, the principal leathers being box calf, tan calf and box kip. The Cadet shoe for boys is also well represented this season and is a decided leader. Mr. Tebbutt was showing several hockey bals, with steel toe protectors. He now holds three United States patents and six Canadian patents on outstanding features in shoemaking, among them being the steel toe for hockey boots which

are made in calf, English kip and box kip. The year 1913 was also the heaviest that the Tebbutt Shoe and Leather Co., Limited, have had in the production of hockey boots.

Veteran in Shoe Trade Expires

McVilvie Durell, of Toronto, who died on February 10th, was widely known to the shoe trade. He was 75 years old and for several years he was manager of the J. D. King Shoe Company, Toronto, and later was proprietor of the Durell Shoe Pattern Company of 12 Lombard street, Toronto, which he sold out a few years ago to A. Stuckey. Mr. Durell was born in South Paris, Maine, on April 1st, 1838, and was educated in Norway. He engaged in the shoe business in Albany for twenty-five years, after which he came to Toronto. He met his wife, who survives, when he was a patient in Albany Homeopathic Hospital, where Mrs. Durell, then Miss Wainwright, was a nurse. Mr. Durell was a member of Bond street Congregational Church.

Higher Leather Prices in Sight

There is some indication of a further rise in the price of leather in Canada. The large exports of cattle to the United States is one of the principal factors for higher prices as this year many more hides will be lost to the Dominion, says a recent despatch from Montreal. Another reason seems to be in the decrease of imports of foreign hides. The last official government figures show that there was a falling off of 10,680,163 pounds, or about 32 per cent., for November, 1913, as compared with the same month of the preceding year. In November, 1912, the importations were 33,041,870 pounds, and in November, 1913, 22,361,717 pounds. The decrease in imports for the eleven months ending November 30th was 75,757,023 pounds, the totals being 275,196,790 pounds for 1912 and 199,439,767 pounds in 1913. During the first three weeks of January this year there was a falling off in the slaughter of cattle throughout the West of fully fifteen per cent., from the same period in 1913. All this, with an increasing population and consequent larger demand, which must be supplied, tends toward still further advances.

Changes in Style of Heels

A pair of white dress slippers, made in Lynn for a bride of 50 years ago, had about as much heel to them as a pair of stockings has. There were no counters nor heel lifts. Some of the old time Lynn shoemakers can remember that when heels came into style years ago enterprising shoemakers fitted up heeling shops and put heels on shoes on contract, just as stitching room contractors stitch shoes on contract to-day, says the Lynn Item.

Little by little the heel of women's shoes has been improved until it has become to-day a very important part of the shoe. The counter, though concealed, is very important. It must fit right, particularly in pumps, to hold the shoe to the foot. The extension counter, a comparatively recent development in counter styles, is intended to make pumps fit neatly under the arch of the foot, and over the ankle. A counter must be of good, substantial material, one that will not easily turn over, also one which the edge will not curl, and tear holes in stockings.

Heels of 72 varieties now are put on shoes in Lynn shops, and there are more to come. The shape of the heel, as well as the fit of the heel, has become very important. So has the method of attaching the heels, for a woman on scabby heels is like a woman walking on stilts. The fit

of a heel is a comparatively new topic in shoe fitting. Though the heel is outside the shoe, yet it must fit the foot. It must be properly placed and pitched, so that one will walk naturally on it.

Heels of shoes have certainly changed much since the days that a pair of white dress slippers for a bride were made in Lynn 50 years ago.

Rubber Manager Goes Wrong

James Wilkinson, who has been acting manager of the Canadian Consolidated Rubber Company's warehouse in Regina, Sask., was charged recently in court with the misappropriation of several hundred dollars of the funds of the company. Fred. C. Young, the Winnipeg manager of the company stated that he was responsible for the Regina office of his company, and that Wilkinson has been sent up there as manager. He stated that Wilkinson was expected to make all collections, deposit money with a local bank, and make daily reports to the Winnipeg office, and for a while after the Regina office was opened all went well. He said that on account of an apparent laxity on the part of Wilkinson, he paid a visit to Regina last November, when he found that there were a number of receipted bills in the office but no cash in the bank to account for them. At that time, however, he had given Wilkinson a chance on account of his wife and family, but matters had not improved. He had visited the Regina office again last month, but had been unable to locate Wilkinson and had found that there was no money in the bank. Wilkinson, who pleaded guilty, was sent to gaol for four months.

Canadian Day at Leather Fair

Final plans and arrangements are being perfected for the Seventh National Shoe and Leather Market Fair to be held in Boston during the week of July 8th to 15th, 1914, and there will be a special Canadian Day for visitors and representatives from the Dominion. The management are much pleased with the progress that has been made to date and indications at the present time are that the coming Fair will be the most successful ever held. Hundreds of concerns have applied for space at the Fair, but there still remain a few very good spaces.

During the same week, the New England Shoe and Leather Association will hold the National Shoe and Leather Week, which was such a success in 1911 and 1912. A large attendance is expected. Shoe retailers who visit Boston during that week will be welcomed, and should find a visit at the fair both interesting and instructive.

Special days at the Fair include: Shoe Retailers' Day, Canadian Day, New England Day, Great Britain Day, Superintendents' and Foremen's Day, etc.

Explosion Started Bad Fire

With a noise that could be heard for blocks, the whole front of the Silvershine Shoe Company's premises at 263 King street west, Toronto, was blown out recently and damage to the extent of \$1,500 was done. Tins of shoe polish were hurled in all directions. Fire had broken out among the chemicals used for the manufacture of the polish, and the smoke was so dense that it caused the windows to be blown out. Once the air got in the building the flames started up and gutted the whole place. The building belongs to the C.P.R., and was to have been pulled down shortly.

More About Cost of Shoes

A recent letter from "Business" which appeared in the press is along the same line as the article on "Misleading the Public on the Cost of Six Dollars Shoes," which was printed in the last issue of the SHOE AND LEATHER JOURNAL. Nevertheless it is worth producing:—

"Many of your readers will misunderstand the article in your paper of January 7th, headed: 'Leather cost \$1.73, but shoe brings \$6.' This heading will give many the impression that there is a profit of \$4.27 somewhere between the manufacturer and consumer. It is admitted that the intention to give this impression was undoubtedly far from your mind. In the first place, anyone familiar with the cost of manufacturing high-grade shoes will recognize the truth in the statement that material alone amounts to at least fifty per cent. more than \$1.73. As a matter of fact, it will be nearer \$2.75. This is the cost involved by the manufacturer in simply bringing his materials together. On top of all this is interest, charges on the investment of his plant, labor, wages and salaries, depreciation and selling expenses.

"The price at which \$6 shoes are sold at wholesale leaves the manufacturer considerably less of a profit than is earned in any other staple industry, such as iron, cotton, or even the handling of raw leather. It is illuminating to learn that the wholesale price of \$6 shoes has not been advanced sufficiently in the last three years to cover the bare increase in the cost of leather. The manufacturers' profit is even less than it was two or three years ago.

"The labor cost amounts to approximately \$1 per pair. Add to this manufacturing, overhead, selling expense, interest and depreciation, and freight to the dealer, and the shoe that this article indicates as costing only \$1.73 already represents an investment considerably more than twice this amount. And this shoe is still in the packing-case at the dealers' freight station.

"Now let us look at the retailer. He must maintain a nice store—he must light it—he must pay his business taxes and clerk hire—he must arrange for delivery of shoes to his purchasers. All these things cost money, and as fairly and squarely a portion of the cost of \$6 shoes as is the leather itself. The mere cost of handling the shoe at retail will add very close to another dollar.

"The margin in shoes is not \$4.27 on the selling price

of \$6. You will have to look elsewhere for the easy money and the fat profits. The Canadian public to-day gets a bigger \$6 worth when he buys shoes than when he expends \$6 almost any other way."

Was the Arctic Invented in Canada?

Joel C. Page, styled the "Grand Old Man of the Traveling Shoe Salesmen," who was in the footwear business for 60 years, writes the "Shoeman" as follows:

"A matter of interest in the early days was a change in the Arctic overshoe style of that period. Thos. C. Wales was agent for a rubber company that made a rubber overshoe with a cloth top, that laced up the front—a clumsy affair, red wool lined. Old timers will remember this overshoe. The common overshoe of the time was a calfskin, with hair on. I sold this sort. A friend of mine in Montreal sent me a pair of overshoes, practically a fac-simile of the present day, cut and style, good looking, easily adjusted and buckled. I went to Montreal, bought 25 cases, 24 pairs to the case. I went to Boston, putting a pair of the new-fangled overshoes in my carpet bag. I saw John H. Rogers and showed them to him. He was much pleased and asked me to send him a case. When he got the case he showed a pair to Mr. Wales, who bought them, took them to his factory and copied the pattern and the idea. This was the first Arctic overshoe about as we know them to-day, and I was the first to bring these into America. This was about 1857. This style has remained, with improvements, of course, in general use ever since."

In this connection it may be remarked that the "Shoeman" recently received a letter from one of its old subscribers, who says:

"The article of Mr. Joel Page in your last issue interested me so much that I am writing you in order to probe the matter still more, if possible. In January, 1883, Lord Lorne (now the Duke of Argyle), who was then Governor-General of Canada, paid a visit to Richmond. While there, I waited on him personally and sold him a pair of Arctics. He told me that an army officer in the Canadian service claimed to be the inventor. So, putting two and two together, it looks as if Canada is the birthplace of the overshoe or Arctic, whichever term you like to call it. Can the matter be probed so as to establish the fact of the real inventor?"



COMMODIOUS NEW SHOE FACTORY OF THE J. W. HEWETSON CO. ERECTED IN BRAMPTON, ONT., WHICH RECENTLY STARTED OPERATIONS



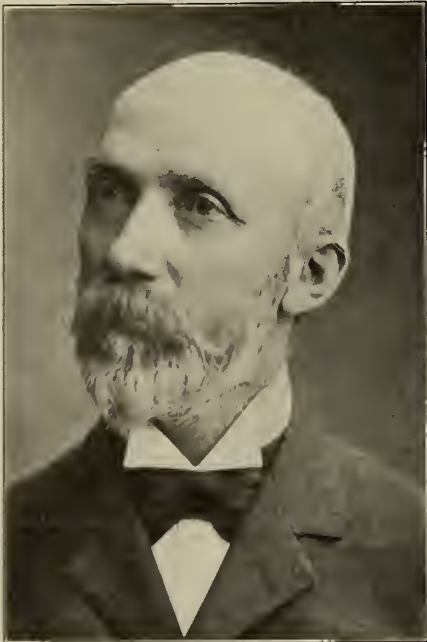
FROM AN ISSUE OF TWENTY-SIX YEARS AGO

"Leather is made by a new process on a large scale in Glasgow and reported to be of excellent quality, also produced at a less cost than the ordinary tanning process. The hides, after being prepared in the usual manner, are placed in a pot containing a weak solution of potassium

treat, dissolved; A. G. McCready, Brockville, deceased; Moore & McGarvin, Acton, succeeded by J. E. McGarvin & Co.; Geo. T. Slater, succeeded by Geo. T. Slater & Sons.

"The latest candidate for journalistic honors is the CANADIAN SHOE AND LEATHER JOURNAL, of Toronto, the 'sole' organ of the trade in the Dominion. It is a "neat fit" typographically, "toes the mark" in the shape of news and promises to "last."—Kingston Whig.

"A few days ago while the employes of Shaw Bros. & Cassels, Montreal, were away at dinner the third floor of the establishment collapsed under the weight of leather—a



H. P. Blachford, President of H. & C. Blachford, Limited, Toronto, who have been in the retail shoe business for fifty years—a splendid record.

dichromate, alum and sodium chloride, and are afterwards transferred to others pits containing stronger liquors. After removal from the pits the hides are immersed in a solution of barium chloride, in order to neutralize the action of any dichromate potassium that may be remaining in the hide; they are then passed through clean water and dried."

"At the present time much talk and many bitter invectives are being indulged in as the result of recent collapses in banking circles. It is to be deplored that so many bank suspensions should follow each other so closely."

John Barron, Toronto, retiring from business; Buehaupt & Lavfer, Berlin, dissolved; Beaudry & Co., Mon-



C. E. Blachford, of the firm of H. & C. Blachford, Limited, Toronto, who was among the earliest subscribers of the JOURNAL in 1888 and reads every issue.

reflection on the present state of trade, which results in large stocks of leather."

"Tolls are still collected on some of the wagon roads in Canada."

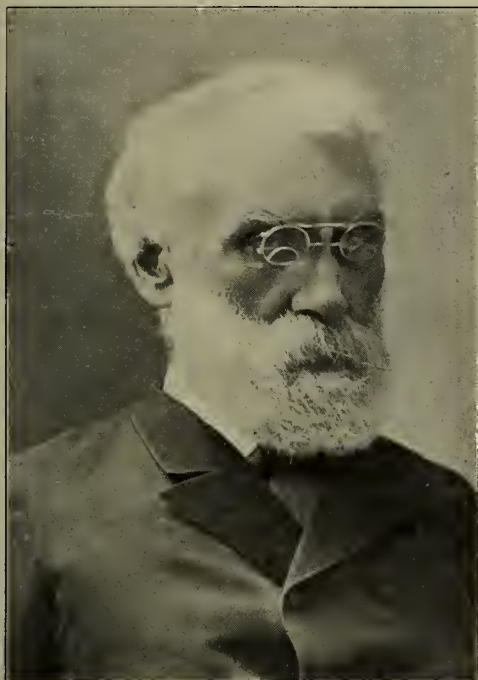
"The thirteenth annual meeting of the Canadian Manu-

facturers' Association was held on Monday, February 6th. According to the secretary's report the output of Canadian factories was estimated at about \$650,000,000 for the previous year. The following officers were elected: President, W. H. Storey, Acton; 1st vice-president, Saml. May, Toronto; 2nd vice-president, R. B. Rosamond, Almonte; treasurer, Geo. Booth, Toronto; secretary, Frederick Nicholls, Toronto."

"Mr. C. C. VanNorman, the well known traveler for Cooper & Smith, has severed his connection with that firm and become a partner in Orr, Harvey & Co., of Toronto, late of Hamilton, Ont.

"Ph. Jacobi, Toronto, having purchased the tannery recently run by James Moore, Acton, Ont., is enlarging it previous to commencing the manufacture of cordovan on a large scale.

"Henry Porter & Co., whose premises on Visitation

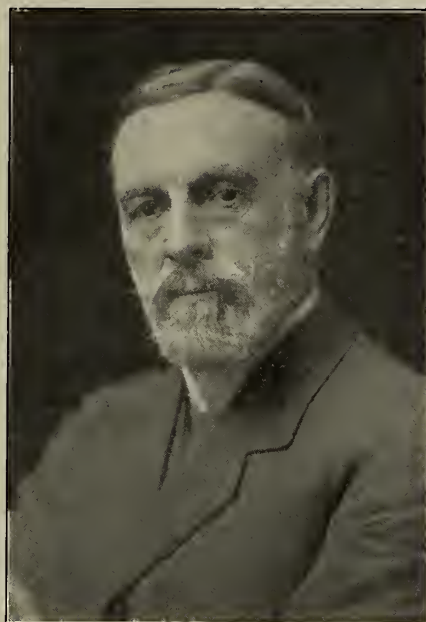


Louis Cote, retired shoe manufacturer, St. Hyacinthe, whose younger brothers now conduct the business of J. A. & M. Cote. Mr. Cote says: "I am glad the old timers are not being forgotten by the JOURNAL."

street, Montreal, were recently completely destroyed by fire, have been running for some time as to the tannery and belting factory. The boot and shoe factory has also been completed and they are now fully prepared to fill all orders for fine boots, shoes and slippers." (Mr. Henry Porter, who died somewhat later, was succeeded by Thompson & Savage and this concern, as well as Porter & Co., have for years been out of existence. Both will be remembered as old advertisers of the Journal.)

"Like Banquo's ghost, the alleged rubber trust will not down, as evidenced by the following despatch given currency in the daily papers of February 7th: The formation of the great proposed rubber trust is now a question of only a few days. The committee appointed to settle the difficulties between Christopher Meyer and the others with regard to the New Jersey manufactories has effected a compromise and will propose a plan of organization at a meeting to be held within two or three days. By this plan all manufacturers of rubber goods who wish to join the trust will pool

their own stock and turn it over to the central company in exchange for certified shares of the trust in proportionate value. Those concerns which can manufacture rubber goods at the lowest rates will be continued in operation, while the



S. R. Wickett, of Wickett & Craig, the veteran leather manufacturer, Toronto, who advertised in the first issue and is as active to-day as ever.

other will shut down. These different factories kept in operation will make different grades of goods, with the result of making more goods with less labor and at a much smaller cost. Instead of eight and nine per cent. profit, as



John A. McPherson, Hamilton, who was the first shoe manufacturer to use the back cover of the JOURNAL and the first to make use of shoe cuts.

at present, the firms interested will then be able to realize on 15 per cent. profit annually. The formation of this trust will have three great results. The profits for the producers will become higher and several thousand workmen will be thrown out of employment without any other resources to fall back upon. The combine involves a working capital of \$50,000,000 and an annual trade of \$100,000,000." (The

above will afford food for thought to those familiar with the history of the U. S. Rubber Co.—first as to the promised profits, which never materialized; and as to the centralizing of the industry, in view of the fact that there are more and larger rubber factories to-day outside the trust than in it.)

"A wail is reported from an English manufacturer who says: "The boot trade is passing through one of the most important periods of its history. Competition is keener than ever and houses that have a large capital to play with seem to make a point of turning out thousands of pounds for the sake of seeing how many dozens they can turn out per week rather than the idea of making a profit."

"There is an over-production of black leather, prices are low and stocks are accumulating. Manufacturers are slow to take advantage of low prices on both upper and sole. Spanish sole is quoted 19 to 23 cents; No. 1 slaughter, 23



S. N. Sterling, managing director of Sterling Bros., London, who have been in the jobbing and shoe manufacturing line for many years. Everybody knows "Sam" Sterling.

cents; medium upper, 33 cents; pebble, 10 cents; splits, 13 to 16 cents. Buffalo hides are quoted at Chicago 7 to 7½ cents; South America hides 17½ cents.

"We do not hesitate to strongly urge all our Canadian shoe dealers to adopt at their earliest convenience a specialty shoe and to seek control of it for their town. The shoe stocks of the United States are being revolutionized at the present time, and the revolution is being caused by the crying need of the hour is less lines to manufacture, fewer lines to retail and less stock to carry."—From article on "Specialty Shoes," by Charles Doney, of Ottawa, written for the *SHOE AND LEATHER JOURNAL*, February 1888. (Mr. Doney, who died two or three years later, was a well known Ottawa retailer who contributed regularly to the *SHOE AND LEATHER JOURNAL* as well as to a number of American publications on shoe trade topics.

James Acton

A Profitable Nuisance

"Shoe repairing is a d—blamed nuisance," grumbled the manager, adding up his profits for the month. Let's see—9 per cent. of \$50 is—is—\$4.50. Humph! Don't pay to bother.

The manager was a bright young man, striving earnestly to "make good." He was given all sorts of latitude and opportunity to work out distinctive ideas of his own for the betterment of the business as a whole, but some how or other the petty, trivial affairs seemed to occupy his time far more than the big reforms he had planned. Just now the time consumed in figuring repairing accounts amounted to several hours.

With only a few minutes until lunch time, the manager picked up a copy of his trade paper and scanned the contents with a practiced eye. By luck, or otherwise, he was attracted to a brief article bearing the caption, "Repairing for Pleasure and Profit." He read it hurriedly. Then again with more care. It related, in brief conversational form, the manner in which a skeptical retailer gained success through the installation of a repairing department. Intensely interested because of its connection with his own problem, the young fellow perused the article for the third time.

"By jove!" he exclaimed, "it might pay. But there are repair departments and repair departments. Should I open one, it must be of the right kind. Modern methods is the watchword in this game."

So he came to watch for his trade paper each week and read eagerly everything relating to shoe repair departments. And as the time passed, original plans formulated themselves in his active brain and mixed with the basic principles as expounded in the journal of his choice.

When these plans had matured to a point of real value, the manager opened a repair department. It's value was immediately noticeable. Not only did it keep customers in closer and friendlier contact with the store, but it likewise yielded a material profit worth boasting about. Many business building plans were worked in conjunction with the extra department, and always were glowing profits born to blush with pride upon their fond originator.

As business grew so did the manager likewise. The owner was compelled to notice his useful capabilities. Daily were more responsibilities placed upon him and daily did he meet them with the aid of brains and his trade paper. To-day he is president of the company; all through the realization of how profitable some nuisances really are.—The Shoe Retailer.

Rubber Company Extends Operations

H. R. Hamilton, who has been assistant manager of the Montreal branch of Gutta Percha and Rubber, Limited, for some years, has been appointed manager and has entered upon his new duties. He succeeds W. H. Galt, who has been general sales manager of the company for some months. The company have recently opened a new branch in Regina as well as one in Edmonton. The annual meeting of Gutta Percha and Rubber, Limited, was held in Toronto last week and satisfactory reports were presented for the past year. S. T. Warren was re-elected president, Trumbull Warren, treasurer, C. N. Candee, vice-president and general manager, R. H. Greene, secretary and manager of the shoe department. W. G. Fowler, of Calgary, A. G. McKenney, Vancouver, H. D. Mewhirter, Winnipeg, as well as the Montreal representatives of the company were in attendance.

Shoeman Has Good Civic Record



Among the shoemen who were returned to municipal office by the electors last month was J. Hessenauer, of Berlin. This makes his second year in the city council, and that his course during 1913 was active and progressive is attested by the large vote which he polled. He began his experience in the shoe business in 1879, when he pounded sole shoe leather and used an awl and wax thread. His first position was with W. H. Snyder, who conducts a general store in Mildmay, where he took charge of the shoe department. Later on he acquired the stock and continued to do a thriving business in that village, which is located in Bruce county. In 1902 Mr. Hessenauer removed to Berlin, after being in business in Walkerton and Port Elgin, and took a position with the Berlin and Merchants' Rubber Companies. Ten years ago, he bought out the Market Shoe Store, then owned by E. W. Becker, and in the last decade he has built up the business to five times the volume that it was when he acquired it. A few years ago, he took his son, Wm. F. Hessenauer, into partnership with him and the business of John Hessenauer & Son is well known to-day throughout Waterloo county, the firm carrying a very large and representative stock.

The Value of Circular Advertising

A writer in System has a very interesting article which is explained as "A Waste Basket Inquest," held over the third-class mail sent out by fifteen manufacturers.

If this investigation was carefully and honestly made,

the conclusion is that a very small percentage of the circulars and catalogues sent out to large houses ever reach the person for whom they were intended.

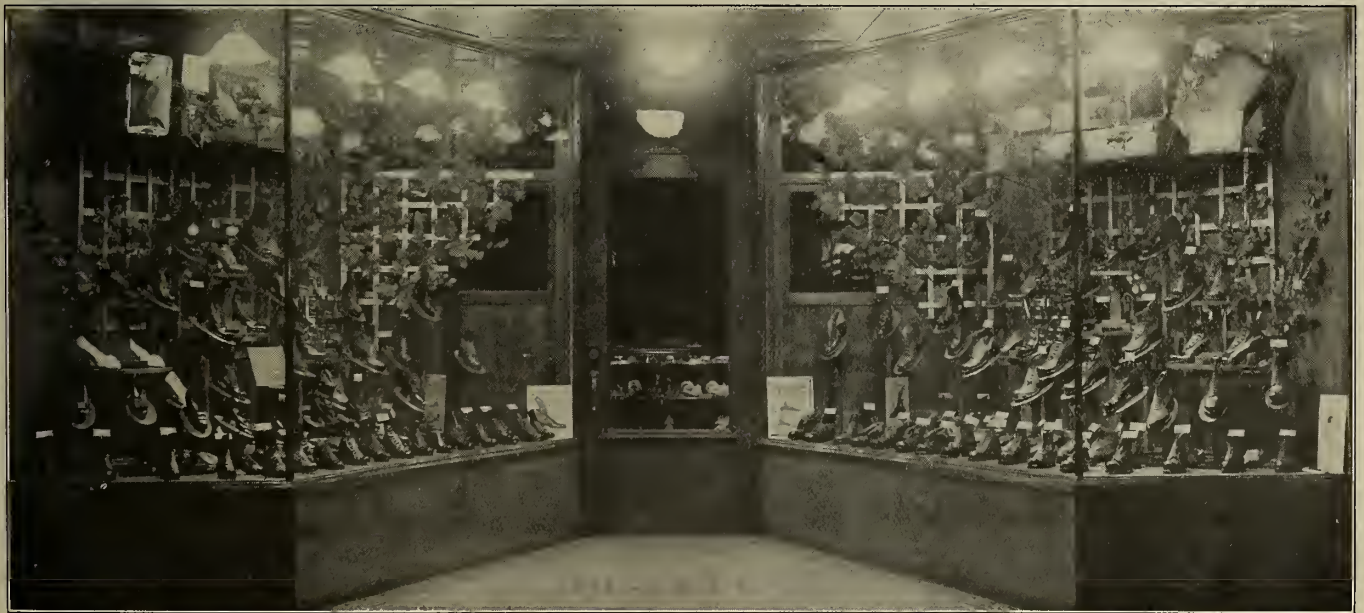
For instance, in a large department store, the mail is first sorted into departments and again looked over by an understudy for the buyer in this particular department. The writer says that only about five per cent. of this mail matter reaches the head of the department. The investigation among general stores indicated that merchants give the most attention to firms offering to send their merchandise on approval.

This whole investigation strengthens our belief in the trade paper as a medium for reaching the actual buyer in factories or stores. A publication built on merit, paid for by the buyer himself, who has the publication addressed to himself personally at the factory or at his home, is much more certain of being read than the ordinary circular or third class mail.

This has been the experience of the large advertisers in all lines. Unless you can get up something out of the ordinary which will attract attention, it is much more profitable to spend your money in trade papers of recognized merit.

Repairing Bent Down Counters

An "all leather" counter can sometimes be made to conform again to the shape of the heel of the foot after it has become bent down by using slightly dampened, hammered, and placed over a form to dry thoroughly. Combination counters rarely stand for treatment with hot water, and cold water produces only indifferent results, so that little can be done aside from hammering the counter and moulding it to the proper form by manipulation.



A SHOE STORE THAT IS DECIDEDLY ATTRACTIVE

The front of the Neill Shoe Store, Guelph, is one of the handsomest in Western Ontario. The base is of marble, while the glass is held in position with ventilated metal sash. The floor is of quarter-cut oak, while the background is of Circassian walnut with bevelled glass. The entrance is beautifully tiled and the doors of quarter-cut oak are set with heavy bevelled glass. There is a two hundred candle power light used in the entrance and in each window are

four lights of one hundred candle power each, so that the store front is brilliantly illuminated. Inside are more lights of one hundred candle power each. The premises are one hundred feet deep by twenty-four wide. The layout is particularly attractive and uniform cartons add to the inviting character of the establishment. There is a cash carrier system and all other conveniences. H. E. Cosford is the energetic manager.

Three Fine Buildings Completed

The Canadian Consolidated Rubber Co., of Montreal, have recently completed warehouses in Calgary, Edmonton and North Bay.

As the volume of business increased year by year, the company became more impressed by the lack of facilities for handling the sorting trade in a satisfactory manner, and



THE NEW CALGARY WAREHOUSE

decided to relieve this handicap by establishing distributing points in all the leading centres.

With the completion of the last three named, the firm now have a chain of branches extending from coast to coast. They also recognized the importance of North Bay as an important distributing centre in the heart of New Ontario. For this reason a modern fireproof building with all conveniences was erected in that progressive centre.

The new Calgary warehouse, which measures 75 feet by 109 feet, consists of five storeys and basement. The



THE NEW EDMONTON WAREHOUSE

front is of red pressed brick, with trimmings of Calgary sandstone. All stairways, elevator shafts and vaults are fireproof and the building is equipped with fireproof doors.

The Edmonton warehouse is also built along the same lines as the Calgary building. As in the instance of the former, care has been taken with the latter to make it proof

against fire. The office is on the first floor as well as the shipping department, while the remainder of the building is taken up by loose stock, packing room, sample rooms, and storage. Elevators are conveniently located. In both Calgary and Edmonton the warehouses are located within a few minutes of railway depots and express offices.

The firm is lucky in having been able to obtain live, energetic managers for the new branches. J. H. Jamieson, a brother of R. E. Jamieson, general sales manager of the company, has charge of the North Bay office, while C. H. Himburg directs the affairs of the Consolidated Rubber Co. in Edmonton and A. C. McGiverin in Calgary.

The Upward Price of Leather

E. D. Arnaud, Canadian Trade Commissioner at Bristol, England, in reviewing the leather business for the past year, writes the Department of Trade and Commerce, Ottawa, as follows: "During 1913 the position of the leather trade has been one of great difficulty to tanners and boot manufacturers on account of the rapid and unprece-



THE NEW NORTH BAY WAREHOUSE

ded advances in hides of all descriptions and the consequent rise in leather, although the finished article has never reached quotations adequate to the advances of the raw material. At the end of 1912 it was generally held that hides and leather, having reached 'record' prices, could not advance, but this view has proved erroneous, and 1913 has seen hides at figures never previously attained, while leather has not followed the upper movement to anything like the same extent. The advances in hide prices have been caused by a world shortage of cattle and the various uses to which leather is now applied."

The Relindo Shoe Co., Toronto, have removed their offices and sample rooms from the sixth floor at 126 Wellington street west, Toronto, to 130 Wellington street west, where they have nicely fitted quarters on the third floor, which are more convenient to the manufacturing plant, all the departments now being in the one building. R. F. Walker, Montreal, has been appointed sales manager for the company in that city, Quebec and the Maritime Provinces and has opened a sample room at 85 Bleury street. J. S. King was in Montreal last week making the necessary arrangements.

Inexpensive Background and How It May Be Built

By CHARLES S. EDGAR

A shoe merchant in a small Western Ontario city recently put in new backgrounds in his two show-windows. Before undertaking the job he had hesitated because of the expense. Talking the matter over with a friend one day, the friend suggested that instead of using expensive lumber, he could get a good effect by using wall-board. This was done, with the result shown in Figure 1.

A frame was made of dressed lumber one inch thick. A drawing of the frame is shown in Figure 2, which is clear enough for anyone to follow. The side end pieces marked B were two inches wide and one inch thick, the cross piece marked A was six inches wide by one inch thick. This cross piece was made wide so as to support the shelf shown in Figure 1. The corner braces were cut from waste, so as to keep the cost down as much as possible, and were not cut to any given size. The slanting braces also marked B were two inches wide. It is not necessary to give any further dimensions, as you would have to go by the size of the window to be boarded in.

When the frame was completed it was covered with wall-board. The panelled effect was secured by cutting openings in the wall-board, and glueing slightly larger pieces to the back of them. The painted scene was done on a piece of wall-board and lightly glued to the back of an opening as was done with the other panels. This was not fastened very strongly in place, as it is the merchant's intention to change the scene every season, so that it will always be in keeping with the season of the year, and also with the goods on display. After the wall-board was in place the shelf was made and put up. This shelf was made of inch lumber, eight inches wide, and a moulding was nailed around the edges to finish it off. This completed the background, which was then given two coats of white enamel and allowed to become thoroughly dry before any goods were put in the windows.

From the description and drawings given here anyone should be able to build a similar background. It is possible that this background could have been improved on, still

frame with wall-board, but the side which faces the interior of the store need not be panelled. It would also be necessary to build a ceiling for the window to keep the dust out.

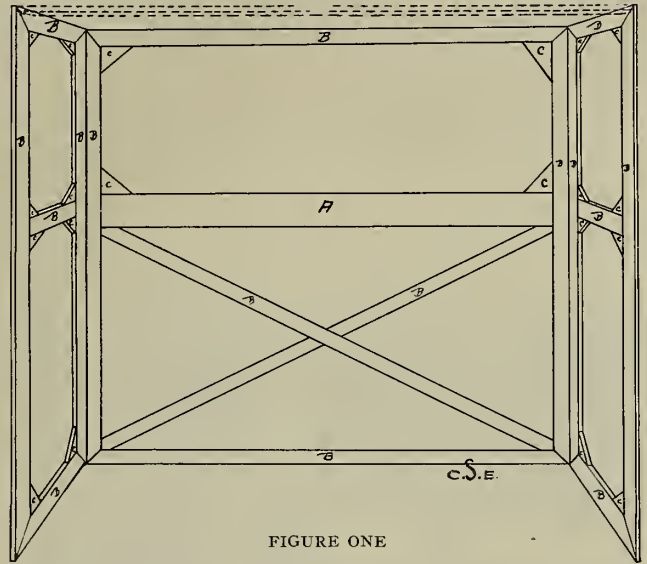


FIGURE ONE

This could be done with wall-board at a very slight additional cost, as all that it would be necessary to add to the frame, would be the strip at the top, as shown by the dotted lines in Figure 2, to act as a support for the ceiling.

Overlooking An Opportunity

It may appear like getting back to the kindergarten days of the retail shoe business to advocate shoe repairing in retail shoe stores, yet the fact remains that this feature of the shoe business has been responsible for much of its success, measured from the standpoint of dollars and cents.

There are many readers of the *SHOE JOURNAL* who own well equipped to repair shoes, and who conduct the business on a profitable basis. But there are others who have allowed the business to be coralled by the specialty-quick-repairman without making any effort to stop him.

There is a profit in repairing shoes. If there wasn't the country wouldn't have been dotted with the while-you-wait-repair-shops. There is perhaps a larger margin of profit to the specialty repairers than would come to the repair department operated in connection with a retail shoe store, but to the latter there is also the unquestioned advantage of the department as a means of drawing people into the store to buy new shoes. Anything legitimate that will draw people into your store is worth something and the shoe repair department means just one more way of "getting them coming."

The argument has been occasionally advanced by retailers that the "free lunch fiends," or in other words, customers who expect minor repairs without paying for them, eat up all of the profits.

This isn't so. Those people who come back for some little job of free repairing are not, and shouldn't be considered "free lunch fiends." The shoe dealer ought to class them as friends. They come back to help him make good, and he ought to be delighted to have the opportunity, for those same people if they hadn't come back would very

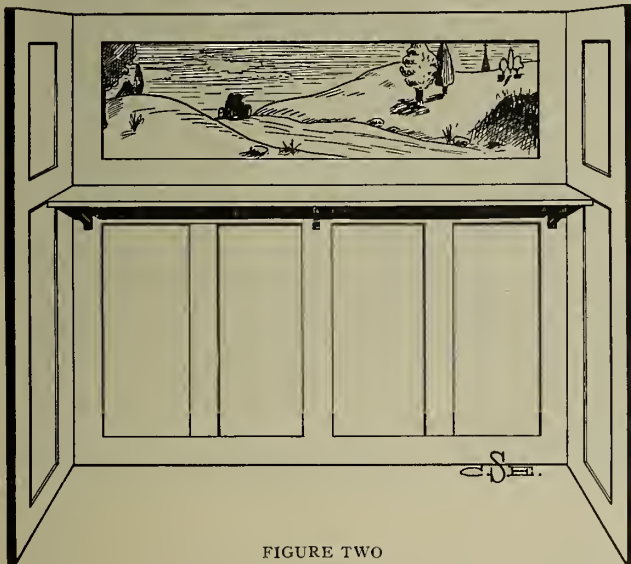


FIGURE TWO

when you consider that it was the object of the merchant to build a background at as little expense as possible, and still have one that would be in keeping with the other up-to-date windows in the city, you will admit that he succeeded.

To use this idea in a window that has not a permanent background it would be necessary to cover both sides of the

likely have nursed their grouch and gone elsewhere the next time they wanted new shoes.

Let us consider other advantages. First, of course, (that is the usual way), is the opportunity of getting more profit. Then there is the repair department as a drawing card. There are probably other advantages, but those mentioned are quite sufficient.

Whenever the repair department is absolutely impossible, retailers are frequently enabled to make arrangements to have some shoe repairer handle their work and pay them a commission. The proposition is of too great importance to be overlooked.

How Shoe Repair Man Succeeds

By using the best of leather, executing first-class jobs, having the work ready when promised, and getting cash for all repairs, B. W. Brown, of Belleville, Ont., has made a decided success of the business. He started to learn his



trade sixteen years ago in Liverpool, Eng., and after serving five years opened a store in the seaport city, which he conducted for two years. He then thought he would like to learn something first hand of the good things that Canada offered to everyone who is willing to work and do the right thing. He landed in Belleville in August, 1907, and started to work for the Gorman Shoe House as shoe repairer. About a year and a half ago he bought out the repair department and removed it a few doors around the corner, where his customers followed him, and to-day at 6 Bridge street west, he conducts a live, busy shop. Mr. Brown has three men who are constantly employed by him and are all seen in the accompanying picture.

The Final Style of a Shoe

The thickness of the insole has much to do with the final style of the shoe. Take the same pair of lasts and use different weights of insoles and you will be surprised at the great difference in the final results. The same is true to some extent of other findings entering into the making of the shoes. Workmanship has also much to do with the final results. Take the same style of lasts, send them to foreign countries, or even from the Eastern States to the Western States, and you will see a great difference in the appearance of the finished shoes. Strange to say, but the best, most skilled workmen are in factories making cheap shoes, for it is workmanship that sells cheap shoes.—American Shoemaking.

Cheap Shoes That Will Hold Shape

When shoes are made to be sold at a low price, or when they are classed as cheap shoes, there is generally more or less veneering done on the bottoms. Veneering is a thing

not understood by many outside of sole leather departments, but the one great reason why this operation is performed is to make the bottom look heavier, says Shoe Topics. There are many light soled shoes made largely in women's shoes that would not be at all satisfactory if it were not for the veneer used. The soles are too light and soft and if they were run through the shop, as McKay soles, they would never get to the treeing room and be classed as satisfactory shoes. The effect of veneering such soles is to stiffen them and hold them together so that they will not have the appearance of a cheap shoe.

On real cheap shoes it might be said that the stock fitters have to make the soles, so to speak. They have to do more work on soles of this kind than on any others. Fifteen and twenty years ago there were no such soles run in women's shoes as outsoles, for in that time manufacturers did not think of using that kind of bottom stock in shoes except in very rare cases.

The kind of veneer a sole needs depends entirely on the sole itself. If it is a poor sole it will take a heavy veneer, for if a light veneer is put on it will not make the sole quite so stiff. If the shank is skived out, which is generally done, it makes the forepart look much heavier and often gives a single sole the appearance of a half double in a McKay shoe. However, there are not many single soles in low cost bottoms. A single sole put into a shoe, and with no veneer, must be strong enough to hold itself.

Popular Shoe Man Bereaved

The many friends of John Orr, of the Yale Shoe Store, Winnipeg, sympathize with him in the death of his stepfather, Hugh Lilburn, who passed away recently at the age of fifty-two years. Mr. Lilburn had many friends in Toronto, where he was on the police force for nearly twenty years. Owing to ill-health he went to Winnipeg some years ago, but improving very little he took several trips to Ireland which resulted in some benefit. In November last he left again for the Emerald Isle and attended an open air meet-



ing addressed by Sir Edward Carson against Home Rule. The doctors say that the excitement was too much for him and hurried him away. His people cabled for Mrs. Lilburn, but he died before she arrived. The accompanying picture shows Mr. Lilburn, his wife, who is the mother of Mr. Orr, and Mr. Orr's oldest child. The picture was taken at Mr. Orr's home just a few days before Mr. Lilburn left for Ireland.

How to Arrange Shoe Stock on the Shelves

Different Systems for the Various Stores—Necessary that Size and Width be Placed on Every Label—Have Every Line of Goods Arranged in Same Manner Throughout the Shop

By A. E. EDGAR

The arrangement of the stock on his shelves means a great deal to the merchant. A proper arrangement will save time, a very valuable thing in business, it will prevent loss of sales, something even more valuable, and it will save the firm from losing prestige among its customers.

If a clerk, or merchant cannot readily find the goods that are in stock the customer goes away dissatisfied with the store and with a very poor opinion of the management. Perhaps every merchant and every clerk can recall instances where they have gone from one part of the shelving to another in a vain hunt for a pair of shoes that they were sure were in stock, but which they could not find. This can be obviated by a proper system of placing the goods on the shelves.

The size of the store, the class of trade catered to and the kind of stock carried will have a bearing on the system that should be adopted. In a classy store where only a few

topmost shelves contain the surplus stock, which should be arranged just as systematically as the "selling stock." In this arrangement the lowest carton at the right will be a 2½A, or the smallest size carried. If the line starts with 2, then that size will be first. After all the stock sizes of the narrowest and smallest size are placed side and side, not above each other, the next width is placed alongside of these and so on.

The second carton from the ledge will be the next size, and as illustrated will be size 3. The narrowest width is placed to the right and the widest to the left, always. In this arrangement of the stock any man can go to the shelves and find a size, providing it is there.

It will be noticed that on the third shelf above the ledge that there are two rows marked "open row." These rows are given over to all stickers and odds and ends, all lines to be closed out, and in some stores are marked with a P. M. as an inducement for the clerk to remember to sell them first.

This arrangement of the stock has been found to work very well in some stores. It is an ideal system for any store

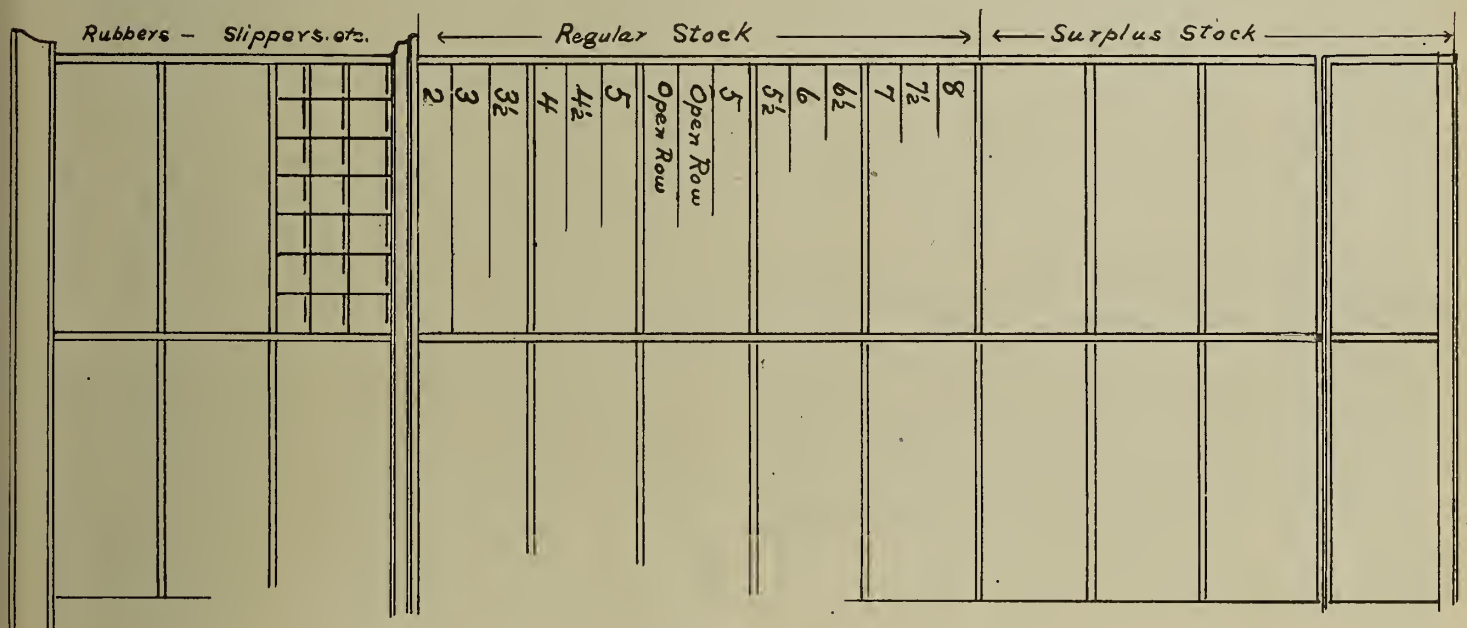


FIG. 1

lines and grades are carried the manner of placing the stock on the shelves must differ from the store that is crowded for room and which carries everything from a dress slipper to a plough shoe.

In Fig. 1 we illustrate a style of shelving that is common in many shoe stores that carry all grades of shoes. The variety is so large that it is necessary to run the shelving to the ceiling and use ladders to reach the topmost rows.

This shelving lends itself to almost any arrangement of the stock. As illustrated, it is arranged for the running of sizes across the shelves and placing the reserve stock above a certain line, or shelf. Let us consider this arrangement first of all.

The shelves below the ledge, three in number, each holding three cartons, are used for rubbers in their season, for slippers and pumps in the summer. The five shelves immediately above the ledge are filled with regular stock. The four

that has not too many lines or too many odds and ends. It helps to get rid of the odds and ends if followed closely.

The stock is divided into certain classes. Women's will be divided into lace and blucher, as one class, and into button as another. Low cuts are treated as a third class. These classes are again divided into sub-classes. The lace and blucher class will be divided into "kid," "dull," "patent," "tan," "fabric," etc., according to the foibles of the day. The other classes are similarly sub-divided. The sub-classes are again divided into prices if there is sufficient stock to warrant that.

As a usual thing the best grade of shoe is kept to the front, and is placed first on the shelving, nearest the front of the store. This is followed by the next grade, and so on until the class is exhausted, when the next class is started with the same arrangement.

It is not a hard thing to follow the arrangement of Fig.

1 when the reserve is kept above a certain shelf. In this case it is not necessary to have more than one pair of a size and width of any line on the selling shelves, although there may be occasion to have more to keep the shelves filled up. If, for instance, there are no 5C of a certain line it will leave an empty space not to have that size represented, so if there are more of size 5B, or size 5D, an extra pair of either of these is placed on the shelf until such time as there are others to take its place.

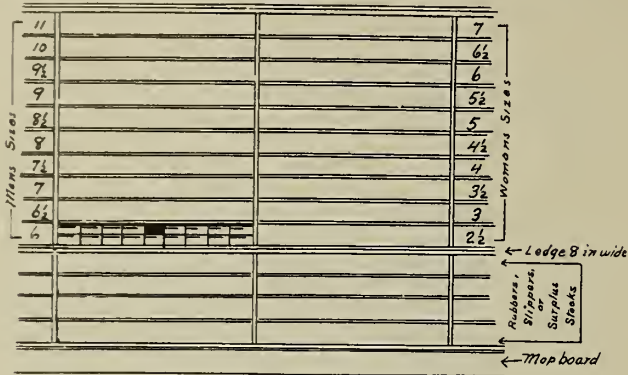


FIG. 2

Where Top Shelf Can Be Reached

In Fig. 2 there is shown a style of shelving becoming more common where there is space to permit of it. The shelving is built just high enough to reach the topmost box comfortably. This must not be over 80 inches high, or a short clerk will have to carry around a stool to reach the top shelf. If it is necessary to have the shelving a little higher the base may be made to extend a few inches to serve as a step for the salesman to stand upon.

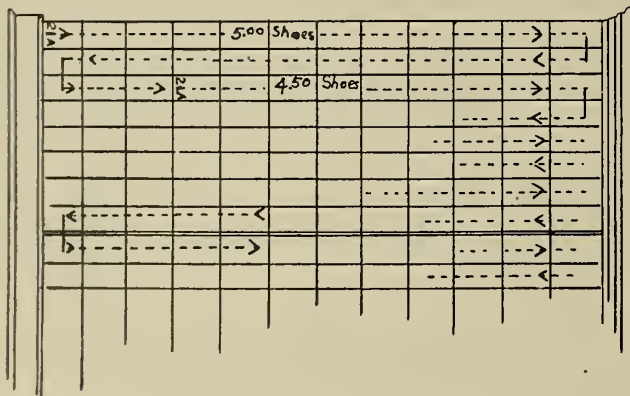


FIG. 3

In Fig. 3 is shown an arrangement of stock that has proven very satisfactory to many merchants who have tried it. This is an arrangement that is best for the overstocked dealer, and he is in the majority. Any merchant who is crowded for room in any way will find this arrangement of the stock a good one as it is an easy matter to follow the stock until the proper item is reached.

In this arrangement the best grade of each class starts the section, and as before the smallest size and width is placed at the extreme left of the lowest shelf. But note this—the next size is placed above this and so on. This is called the "up and down" method of placing the stock. The arrow-heads indicate the direction in which the sizes run.

The great drawback to this method is in the labor that is necessary when a new line of goods are received. This can be lessened to some extent by having a shelf or two at

the top of the fixture for a reserve, or semi-reserve stock, in which are placed all new lines received. Then when the weekly rearrangement is made these lines are put into stock.

This up and down method is easily followed by "extra clerks" who may come in during the busy season, or on Saturdays. After we have all the best grade of the class in the fixture we start with the next grade and place them on the shelves in the same manner. The "extras" can easily find a shoe of any price and size by following along the sizing of the shoes until he comes to the right number. It might be said, in further explanation, that all \$5.00 shoes of a class are first placed, then the next grade, which is usually \$4.50, then the next which is usually \$4.00, and so on.

Is the Description Explicit?

It is one thing to place the cartons on the shelves so that the sizes may easily be found, but it is quite another thing to have the description on the carton so simple and so explicit that any one can tell what is inside of the carton. In a small stock, consisting of a few lines the stock number may be made to tell all that is necessary, but in a varied stock consisting of nearly every line of shoes worn the description must be used to aid the memory of the clerk.

It is absolutely necessary that the size and width be placed on the label. The price should also appear. The necessity for a short description of some kind is present in most stores. This description may be merely an abbreviated reference to the leather, style of toe, and of any peculiar characteristic of the shoe. The following descriptions are complete and are easily read by almost any shoeman. "Kid But Turn Pat Tip Mil." "D Cf Bal M S Rec Toe Cub." "Pat Blu Nob."

Some stores have adopted a series of sample numbers that will describe the leather, manner of making, price, whether men's, women's, child's, etc., style of toe, kind of tip, etc. This is a good enough system in a small store or when the clerk sells only in one department, but in a large store where the lines are many, and the clerk sells all over the store, the descriptive label is best.

Do Not Forget Mate Number

Every carton should be marked with the mate number of the shoes, and each shoe should be marked accordingly. If this method of marking is carried out there will be no mismates and the stock can be put back on the shelves by a boy who knows nothing whatever about the goods or arrangement at all. To make it possible for him to do this all that is necessary is to take the shoe needed from the carton and placing the cover on the bottom put it back on the shelf in its proper place, but extending about three or four inches beyond the others. A boy can mate them according to the mate numbers then.

Each merchant will have to decide for himself which system will suit his business best. He is wise to try out the different systems, but when one is adopted it is unwise to continue experimenting, or to have more than one plan of arrangement in the establishment. Have every line of goods arranged in the same manner, throughout the whole store.

A correspondent from Lower Rose Bay, N.S., says: "I live in a sparsely settled district and do only a small amount of business but I find the education that I receive from the SHOE AND LEATHER JOURNAL has paid me dozens of times the subscription price. Your articles on selling prices of goods and computing the margin of profit are to the point. I am more than pleased with the paper and would not be without it as long as I am doing business. It keeps me posted on the changes in styles and what is selling in the trade."



AMONG THE SHOE MEN.



J. B. Semple, of Carberry, Man., has started a new shoe store.

O. Brunet, of Eagle Shoe Co., Montreal, was in Boston recently.

The Guarantee Shoe Co., of Montreal, was recently registered.

D. Pfaff & Son have opened a shoe repair shop in Zurich, Ont.

The shoe store of J. W. Davis, of Duncan, B.C., has been closed.

Geo. G. Gales, of Geo. G. Gales & Co., Montreal, was in Ottawa last week.

E. Tremblay, shoe manufacturer, Quebec, was in Montreal last week.

Brisset & Yungblut have commenced a shoe business in Vermilion, Alta.

J. E. Dupre, of Montreal Box Toe Co., Montreal, was in Quebec recently.

Mr. De Latinville, jobber, of St. Hyacinthe, Que., was in Montreal recently.

James Heffering, of Toronto, spent the past week in Montreal on business.

The stock of Ferdinand Ludwig, shoe dealer, Montreal, was sold by the bailiff.

H. D. Wing, of the Kaufman Rubber Co., spent a few days in Toronto last week.

The assets of Hermas Pelletier, shoe merchant, Montreal, were sold recently.

Ed. R. Lewis, dealer in leather, Toronto, was in Montreal last week on business.

Philip Pocock, president of the London Shoe Co., London, was in Toronto recently.

Mr. Woods, of Rousmaniere & Williams, Boston, was in Montreal and Quebec last week.

Nap. Tetrault, of Tetrault Shoe Manufacturing Co., Montreal, was in Boston recently.

F. H. Meinzer, of the Miner Rubber Co., Montreal, spent a few days in Toronto last week.

The Rena Footwear Co., Montreal, have installed several new machines in their stitching room.

Chas. Campbell, Canadian manager of the Boston Last Co., Richmond, was in Montreal recently.

The Electric Shoe Repair Co., of Saskatoon, have disposed of their business to F. A. Robinson.

Peter Chouinard, of J. I. Chouinard, Montreal, was in Toronto, Hamilton and London last week.

The Wayland Shoe Co., Montreal, have installed considerable new machinery in their factory.

H. C. Parker, of Dominion Supply Co., Montreal, was in Toronto and other Ontario cities recently.

T. E. Vanstone, of the T. E. Vanstone Co., Yorkton, Sask., was in Toronto last week on business.

S. J. Ray, dealer in shoes and harness, Gainsborough, Sask., has been succeeded by F. H. Reynolds.

H. D. De Villers Sale Co., wholesale and retail dealers in boots and shoes, Montreal, has been registered.

The annual provincial convention for Ontario of the Retail Merchants' Association of Canada will be held in Toronto on Wednesday and Thursday, February 25th and

26th. A large number of delegates are expected, including a liberal representation of shoe dealers.

H. H. Lightford, manager of the Perth Shoe Co., Perth, Ont., was in Toronto last week for a few days.

J. A. Adams, of the Murray Shoe Co., London, was in Montreal last week for a few days on business.

H. R. Emery, of Blachford, Davies & Co., Toronto, spent a few days last week in Ottawa on business.

R. F. Foote, manager of the Independent Rubber Co., Merritton, was in Toronto last week on business.

E. Lepine, manager of O.B. Shoe Co., Drummondville, was in Montreal the latter part of the past week.

The National Repair Shops have opened a shoe repairing establishment at 1207 Bloor street west, Toronto.

Mayers & Davidson, of Calgary, dealers in boots and shoes, clothing, etc., recently suffered from a fire loss.

The stock of Samuel Wagner, boot and shoe merchant, Montreal, was damaged by fire, but it was fully insured.

Oliver Lord, of the Rena Footwear Co., Montreal, was in St. John's and St. Hyacinthe last week for a few days.

E. P. Mullarkey, superintendent of the William A. Marsh Co., was in Montreal on a business trip last week.

G. A. Keiffer, of Keiffer Bros., Montreal, manufacturers of boot and shoe machinery, passed away last week.

Roland Johnston, merchant, of Port Hope, Ont., has opened a shoe department and laid in a well selected stock.

E. O. Weston, of F. J. Weston & Sons, Toronto, has returned from a trip to Montreal and Quebec on business.

The Murray Shoe Co., of London, Ont., will shortly open a ware house in Montreal where stock will be carried.

John T. Tebbutt, of Tebbutt Shoe and Leather Co., Three Rivers, was in Montreal for a couple of days recently.

F. A. Labelle has been appointed curator in the estate of Z. Raymond, shoes, dry goods, etc., St. Cecile de Masham, Que.

Hugh White, of Garside & White, Toronto, has returned from a business trip to Montreal, Quebec and Boston.

The partnership in the Grey Pattern Co., Montreal, has been dissolved. L. C. Jones is continuing the business under the same style.

Hector Dery has taken a position with Gagnon & Lachapelle, Montreal. He was formerly with other Montreal factories.

J. A. McLaren, of McLaren & Dallas, Toronto, has returned after spending a few days in Montreal, Quebec and Boston.

Frank Mercer, sales manager of the Relindo Shoe Company, Toronto, spent a few days last week in New York and other cities.

Miss Reynolds, daughter of G. E. Reynolds, shoe retailer, Sterling, Ont., spent a few days last week in Toronto on business.

The stock of J. T. Maitland, Danforth avenue, Toronto, who recently made an assignment, was sold last week by Suckling & Co.

Dr. Robert Ashton, late of New York, who has had fifteen years experience as a chiropodist, is now attached to the Owl Shoe Store, Toronto, of which Ed. Cook is pro-

prietor. He has well fitted up parlors in connection with the store.

The stock of Louis Weintraub, shoe dealer, Montreal, has been sold.

J. F. Clarke, of Clarke & Co., Watrous, Sask., was in Toronto last week calling on the trade.

I. B. Baird, clothier, of Fort George, B.C., has added a line of shoes and has been appointed the Regal agent in that town.

S. C. Cronk, of S. C. Cronk & Co., 126 Wellington street west, Toronto, is spending a few days in Montreal and Quebec on business.

Mr. Dufresne, sr., of Dufresne & Locke, Montreal, sailed last week for the Old Country, where he will spend the next three months.

The stock of the Ideal Shoe Store, Montreal, was sold by auction on February 11th on instructions from Michaud and Desrosiers, curators.

J. H. Porter, manager of the shoe department of the Robert Simpson Co., Toronto, is on a business visit to Montreal, Quebec and Boston.

Alex. Chisholm and J. Jupp, jr., shoe retailers, Toronto, are spending a few days in Boston, Lynn, Brockton and other Eastern shoe centres.

W. G. Bridgeo, representing the Allen, Foster & Willet Co., shoe manufacturers, Lynn, Mass., was in Toronto last week calling on the trade.

A. R. Kaufman, of the Kaufman Rubber Co., Berlin, and wife, who have been spending some time in the Bermuda Islands, have returned home.

J. C. Budreo, shoe retailer, 1344 Queen street west, Toronto, has returned from a business trip to Syracuse, Rochester and other centres.

W. F. Smith, Northern Ontario representative of Ames-Holden-McCready, Limited, Toronto, spent a few days in Montreal recently on business.

Leo Phillips, who has been in charge of the shoe repair work at Logan & Young's store, Beaverton, Ont., has taken over this branch of the business.

F. D. Lott, shoe retailer, 816 College street, Toronto, intends removing to Weston in the near future, where he has leased an up-to-date shoe store.

Fire broke out in the basement of the shoe store of David Mendelsohn, 423 St. Lawrence Boulevard, Montreal, and considerable damage was done to the stock in the cellar.

J. S. Ashworth, of Toronto, Canadian manager for Sir H. W. Trickett, Limited, Waterfoot, Eng., has gone on a business trip to Winnipeg and other western points.

Frank McKenna, formerly associated with the Ames-Holden-McCready Co., of Montreal, Que., has gone into the shoe and leather findings business in Montreal.

The Ames-Holden-McCready, Limited and J. & T. Bell hockey teams met last week and treated their friends to a spectacular exhibition which resulted in a 1-1 tie.

W. J. Mitchell, of London, Ont., who represents the Milton Shoe Co., Milton, and the Aylmer Shoe Co., Aylmer, was in Toronto for a few days last week on business.

Lamontagne, Limited, manufacturers of leather goods, St. Catherine street east, Montreal, suffered some damage to their store by water, but were insured.

T. Eatough, son of O. Eatough, managing director of the Sir H. W. Trickett, Limited, Waterfoot, Eng., who has been spending some months in Toronto, sailed home last week.

Frank H. Baiden, shoe dealer, of Calgary, who had been in business in that city for a number of years, passed away last week. Many friends will regret to learn of his death.

Mr. McNamara, who has been covering the Maritime

Provinces for Jackson & Savage, Montreal, will, it is understood, represent them in Western Canada during the coming season.

As will be noticed in the advertising columns of the SHOE AND LEATHER JOURNAL, pictures of two cars, loaded with Hartt shoes are seen, just as they are leaving the factory on their way to the west, one car being destined for Winnipeg and the other for Vancouver. The bills of lading are also seen in this interesting announcement. The Hartt Boot and Shoe Co. do a very large trade in all the important centres in the West and intend shipping several more carloads of shoes to the Prairie Provinces during the coming season.

T. H. Bigwood, of Toronto, president of the Ontario Retail Shoe Association, has been elected second vice-president of the Toronto branch of the Retail Merchants' Association.

Harry Litchfield, office manager of the Regal Shoe Co., Toronto, who has been spending a few days in Whitman, Mass., has returned to Toronto accompanied by his wife and family.

F. O. Mumford, the Halifax manager of the Amherst Boot and Shoe Co., recently completed a trip to the South Shore, principally in the interests of the Bull's Eye rubber boot for fishermen.

The Great Northern Tannery, of Edmonton, is preparing to double its capacity. Since the commencement of the business eighteen months ago the company has met with a remarkable success.

The Solid Leather Shoe Co., of Preston, will complete its run on heavy work in about three weeks and the new machinery being installed the plant will henceforth specialize on women's McKays.

The A. A. Durkee Co., shoe manufacturers, Truro, N.S., report that orders for spring are ahead of last year and that the business of the company for 1913 was thirty per cent. ahead of that in 1912.

The contract for supplying the boots to the Ottawa city firemen was awarded to the shoe department of the Two Macs Co., Ottawa. Ninety pairs will be required and the price is \$5.50 per pair.

Daniel Hannigan, formerly foreman with Jackson & Savage, Montreal, Que., who some time ago took a position with John Ritchie & Co., Quebec, was a visitor in the Boston markets recently.

I. B. Brooks, shoe and men's wear dealer, of Melita, Man., and wife, who have been on a visit to New York, Rochester and other cities, spent a few days in Toronto last week on their way home.

The stock of the Orillia Shoe Co., Orillia, who made an assignment a few weeks ago, was sold at 62 cents on the dollar to A. J. Clapp, of Toronto, who has since disposed of it in various consignments.

H. Dallas, of Toronto, sailed last week from New York on a trip to England, where he will be absent a couple of months on business with many Old Country shoe and slipper firms which he represents in Canada.

E. T. Weaver, formerly employed as making room foreman for the Relindo Shoe Co., of Toronto, has taken a position as foreman of the Turn Department for the Millett, Woodbury Co., Beverly, Mass.

W. J. Heaven, Toronto, as provisional liquidator of the Williams Shoe Co., of Brampton, has entered action at Osgoode Hall against the Elkman Shoe and Supply Co., of the same place, to recover \$4,241.32, alleged due for goods sold and delivered.

W. H. Miner, vice-president and managing director of the Miner Rubber Co., Limited, of Granby, Que., was in Toronto last week for a few days. Mr. Miner was recently

re-elected councillor of Granby, being returned by acclamation.

John Stewart, who has for a number of years been associated with the Watson Shoe stores, Victoria, B.C., has bought out the entire stock of Watson's Douglas street store and with his brother, William Stewart, has taken possession.

Chas. T. Cahill, advertising manager of United Shoe Machinery Co., Boston, was in Montreal last week in charge of the motion pictures of shoe manufacturing which were shown at the Superintendents' and Foremen's Association on February 13th.

John McAuliffe, who died recently, was a well known shoe retailer, being for many years in business in Parkhill before removing to Toronto in 1898. Mr. McAuliffe was born in Port Credit and leaves three sons and one daughter, all living in Toronto.

J. E. Deslauriers, who was formerly with the Thompson Shoe Co., Montreal, is now a member of the traveling staff of the Montreal division of the Canadian Consolidated Rubber Co. and has proved himself a valuable acquisition to the sales department.

To manufacture and deal in leather and cloth goods there has been organized and incorporated in St. Catharines the L. R. Hulbert Company with a capital of \$40,000. The provisional directors are Louis R. Hulbert, Howard R. Rice and Harry A. Dickenson.

O. J. Killam, of Truro, N.S.; E. E. Code, Ottawa; Chester McLure, Charlottetown; L. B. Hutchison, Toronto; S. G. Amero, London; W. S. Woods, of St. Catharines, Ont., and others, were in Berlin this week attending a conference of the representatives of the Kaufman Rubber Co. The session lasted several days and selling plans for

the coming year were discussed. These conferences, which are conducted at regular intervals, are always profitable and instructive.

C. Hurlbut, of the Hurlbut Co., Preston, was in Winnipeg and other Western cities last week on business. The company are turning out an exceptionally fine line of welts for children which they are now making up to ten and a half in size in all leathers.

R. B. McPherson, formerly with the C. E. McKeen Shoe Stores Co., Victoria, has taken a position with R. E. White in his newly opened shoe store at 625 Yates street. This is one of the finest establishments in the West and is located at an important traffic point.

Stubbs Bros., shoe retailers, Bloor street west, have sold their business to Bert Sproul, formerly with the McCall Shoe Co., Toronto, who will take possession on March 1st. It is understood that Stubbs Bros. will open an up-to-date repair shop in another part of Toronto.

Fred Trickett, who is a half brother of the late Sir H. W. Trickett, and was for some time associated with J. S. Ashworth, Toronto, Canadian manager of the firm, was married recently at Waterfoot, Eng., to Miss Dearden. Many Canadian friends will extend congratulations.

The many friends of Warren T. Fegan, shoe retailer, 88 Queen street west, Toronto, will sympathize with him in the loss of his only son, Robert A., whose death occurred on February 7th. The deceased was a bright, well liked boy in his seventeenth year, who had been ill for a long time.

An order winding up the Williams Shoe Company, Limited, of Brampton, has been granted by Chief Justice Falconbridge, with the consent of the company and on the petition of the following creditors: Wickett & Craig, Limited, \$1,019; Anglo-Canadian Leather Co., \$13,237; Davis



MANY IMPROVEMENTS MADE TO TANNERY

Extensive improvements have recently been made to the tannery of the Beardmore Co. at Acton and the accompanying sketch shows the new coal trestle lately erected. This is part of a new system of switches completed by Beardmore & Co. a short time ago. The coal can be unloaded from this trestle directly into the boiler room, which is a

great convenience and saves much handling. The same procedure is followed with various other supplies such as hides. The track is laid directly over the beam house and hides are unloaded from the cars into the beam house. A new rolling department and other improvements have lately been completed.

Leather Co., Limited, \$1,590; A. Davis & Son, Limited, \$20,042; Breithaupt Leather Co., Limited, \$22,000.

Frank Power, who formerly represented the Rideau Shoe Co., of Montreal, has been appointed by the Rena Footwear Co. to replace the late John Stephens. Mr. Power, who also conducts a retail store in Montreal, will cover the larger Ontario centres for the Rena Footwear Co.

The assets of the Dominion Leather Goods Co., Toronto, who recently made an assignment, have been sold to Winnett & Wellinger, Limited, 350 Sorauren avenue, Toronto, at forty cents on the dollar. The latter company have taken the raw material, some of the stock, the machinery and a portion of the other equipment.

J. D. McCrimmon, who has carried on a successful shoe business on Downie street, Stratford, Ont, for the past fifteen years, has moved his stock to 97 Ontario street. His new premises are undergoing extensive repairs, new hardwood fittings and floors being installed, which will make the place up-to-date in every particular.

Options on Ames-Holden-McCready shares are being sought by H. S. Ross, K.C., of Ross & Angers, on behalf of a client who is understood to be acting in the interests of an American boot and shoe manufacturer desiring Canadian affiliations. In some cases it is said cash inducements were offered to secure these.

North Riverdale business men, Toronto, will endeavor to have early closing put into effect in the immediate future. Legislation of some sort will be asked to enable the majority to close their stores at 10 o'clock on Saturday nights at the latest, although some would go further and close at 8 o'clock every day.

The Zink Shoe Company, Limited has been incorporated for the purpose of a wholesale and retail dealing in shoes and leather goods. The company, which is capitalized at \$60,000, has its headquarters at Brandon. Following are the incorporators: Peter McKinnon, Alfred Bruce Knowlton, Donald McKinnon, Elizabeth Knowlton.

The stock of F. S. Hardman, 1124 Queen street east, Toronto, who recently made an assignment, was sold last week to J. Gould, of Port Hope, at sixty cents on the dollar. The assets were \$1,546 and the liabilities \$1,924. Mr. Hardman's store has been leased by Allan Simpson, 419 Parliament street, who will occupy the premises for a few months in addition to running his regular store.

Chas. E. Fice, Ontario representative of J. & T. Bell, Limited, Montreal, who has returned to Toronto from a two months' trip abroad, was one of those who attended the funeral service of Lord Strathcona on January 26th at Westminster Abbey. Mr. Fice said that a wonderful gathering was present at the last solemn rites. The obsequies were the most impressive that could be imagined.

A provincial charter has been granted to the Unique Shoe Co., of Toronto. The capital stock is \$40,000 and the company will start manufacturing at No. 12 West Market street a full line of misses' and children's, lads' and youths' McKay and standard screw. The incorporators of the company are Jasper W. Phillips, Marshall B. Young, Charles Tilley, Wm. Pollard and Herbert V. Tilley, all of Toronto.

Chas. E. Slater, for thirty-five years in the shoe business in Montreal, and former organizer and president of the Slater Shoe Co., of that city, has a general sales agency at 60 South street, Boston, says the Shoe and Leather Reporter. He is distributing American-made shoes in Canada and other foreign countries, and English and foreign shoes in the American market. He is connected with the R. P. Hazzard Co., of Boston; Dunn & McCarthy, of Albany, N.Y., and M. B. Malbon & Co.

Rev. Jas. C. Walker, pastor of the Methodist Church, Leamington, Ont., died suddenly in that town on February

10th from the effects of acute indigestion. He was born at Kingston, and moved to Woodstock with his father. Later he went to Toronto, where he engaged in the boot and shoe business. From there he went to Wesley College, Winnipeg, to study, and entered the ministry in 1887. He leaves two sons at Winnipeg, and his wife, two daughters and one son at home.

It was stated in the Street to-day, says a Montreal despatch, that Mr. D. Lorne McGibbon, president of Ames-Holden-McCready, Limited, who was approached by American interests which aimed to secure an interest in the Canadian boot and shoe manufacturing trade, had declined an offer of around 30 per share for a good sized block of common somewhere between 10,000 and 12,000 shares. It is stated, however, that these people still seem to be in earnest, and, besides having bought some stock in the open market, are still treating privately for more.

The jobbing trade report sorting orders are only fair but shipments of spring goods are constantly being sent out. Collections are reported to be improving somewhat, but still there might be considerable improvement, particularly from certain western centres where the extreme cold weather of late has proved a deterrent to business. The majority of shoe factories are fairly well employed, although not rushed to capacity. Fall samples are well under way and are expected to be ready early in March in the majority of the plants.

W. G. Congdon, vice-president of the Edmonton Leather and Shoe Co., and W. J. Webster, of the Edmonton Woolen Mills, both situated in the newly annexed district on the south, appeared before the Edmonton council to urge extension of water and power. The offers were to have the city do the work, for which the company will pay. Mr. Congdon pointed out that not only would the city serve industries, but the work, if done now, would provide employment for a number of men. The matter was referred to the public works committee.

George H. Taylor, of Hamilton, for the past seven years representative of the Williams Shoe Co., Brampton, in the Maritime Provinces, has been appointed salesman in Ontario for the Kingsbury Footwear Co., and will enter upon his new duties next month. Mr. Taylor has had a splendid insight into the shoe business, is widely and favorably known to the trade and many friends will wish him every success in his new sphere of activity. It is understood that Mr. Taylor will shortly remove from Hamilton to Toronto.

The Sippel Shoe Store, Berlin, Ont., couldn't fit a customer who went into their store recently to buy a pair of rubbers, so they sent him to the factory of the Merchants' Rubber Co., says the February edition of Foot-Prints. The customer was Albert Pritschau, a stranger in Berlin, and easily the tallest man ever seen there. He stands 6 feet 8½ inches in his stocking feet, and wears No. 17 shoes. He is a native of Germany and was, at one time, one of the Kaiser's stalwarts in the army. He was soon easily fitted with a pair of large rubbers. They measure 14½ inches from heel to toe, and 5½ inches across the ball of the foot.

One hundred and three Canadian motor-car owners celebrated their birthday anniversary on February 14th. Each of the February 14th brigade who own motor-cars in Canada is blessing his or her parents for their foresight and thoughtfulness in having made St. Valentine their patron saint, as all who have acknowledged their allegiance to him have received with compliments of the Canadian Consolidated Rubber Co., Limited, a "Nobby Tread" tire. Among the winners the shoe retailers were represented by W. J. Leduc, of the firm of Leduc & Bordeleau, 591 St. Catherine street east, Montreal, who owns several fine cars.

Previous to starting in business in Montreal six years ago Mr. Leduc sold shoes in Grand Mere, Que.

The Panther Rubber Company are busily engaged in making preparations to commence operations in Sherbrooke. A car load of machinery, ready for fixing, was delivered last week to their factory. The workmen have got the foundations in for the heavy machinery and are now putting in the foundations for the lighter machines. The steam boiler is running night and day for heating purposes and it is expected the plant will start up in two months. Benj. L. Moore is the superintendent and the company will manufacture rubber heels and soles. Between thirty and forty hands will be employed at first and it is expected this number will reach one hundred.

National Cash Register sales agents and salesmen from all points west of the Great Lakes were a few days ago in Winnipeg attending the convention of the sales organization. Every National Cash Register agency in the three Prairie Provinces was represented, and, in addition, J. H. Patterson, president of the company, with a number of the officials from the head office at Dayton, Ohio, and J. C. Laird, Toronto, the Canadian manager, were in the city for the convention. The proceedings of the convention opened with a series of meetings for the purpose of discussing business matters of interest to the salesmen. President Patterson delivered a lecture on the history of the business and of the work being done for the improvement of the position and health of the employes in the factory.

J. Affleck, owner of the Yale Shoe Store, 321 Portage avenue, Winnipeg, will make extensive alterations and improvements to his place of business. The necessity for more room has been apparent for some time, and although the present depression in business conditions generally has been felt, the business for the year just ended has shown a great increase over that of previous years. To allow for the

natural growth of his business Mr. Affleck has decided to entirely remodel the interior of his store. The plans as shown will allow for an increase of 1,000 square feet of floor space, in addition to 1,800 square feet of shelving to be erected. Entire new seating arrangements, and new fixtures are being built, and when completed this will make one of the finest shoe stores in Canada. Mr. Affleck is optimistic regarding the prospects for the shoe business of the coming year.

SHOE MANUFACTURERS ELECT OFFICERS

A meeting of the Ontario Shoe Manufacturers' Association was held on Feb. 4th in the board room of the Canadian Manufacturers' Association, Toronto. There was a good attendance and many matters of importance were discussed. The association was organized a couple of years ago and has made steady progress. Officers were elected for the ensuing year. A. Brandon, of the Brandon Shoe Co., Brantford, was re-elected president; J. A. Walker, of the Walker-Parker Co., Toronto, vice-president; secretary, G. M. Murray (secretary of the Canadian Manufacturers' Association). Executive—J. S. King, Relindo Shoe Co., Toronto; N. B. Detwiler, G. V. Oberholtzer Co., Berlin; J. A. McPherson, John McPherson Co., Hamilton; F. S. Scott, Getty & Scott, Galt, and C. B. Hamilton, W. B. Hamilton Shoe Co., Toronto.

George A. Slater, of George A. Slater, Limited, Montreal, who happened to be in Toronto, was present and addressed the gathering on various matters, principally on the desirability of having a National Association of Shoe Manufacturers of Canada instead of the various provincial and city associations. He spoke of the important questions that might be taken up as a united body, such as the standardization of cartons, freight rates, cartage,



DOING A SPLENDID BUSINESS IN HIS NATIVE TOWN

That it is possible to achieve a large measure of success in one's home town is demonstrated by the business career of H. R. Scott, shoe retailer, of Seaforth, Ont., who conducts a well managed store in that place. Mr. Scott was born and educated in Seaforth and has been in the shoe business there for five years. For some time he was in partnership with T. Richardson and later bought him out.

Mr. Scott's father was a doctor who practised his profession in Seaforth for forty-three years, so that the son is well and favorably known all over Huron county. He has built up a good trade on leading Canadian makes of shoes. Mr. Scott has long been a reader of the SHOE AND LEATHER JOURNAL and says that during his career he has gained many useful pointers from its pages.

shipments and other matters of mutual interest. It is understood that the question of forming a national body is now under consideration and that, at an early date, a meeting may be called for the purpose when a permanent secretary



A. BRANDON, PRESIDENT OF THE ASSOCIATION

would be elected and offices opened. The majority of those present expressed themselves in hearty sympathy with the suggestion.

QUEBEC TANNERY VISITED BY FIRE

The tannery of Edgar Clement, situated on Arago street, Quebec, was badly gutted by a fire which broke out in the premises recently and for a time it was feared that the blaze would spread and a more serious conflagration occur, as the tannery is surrounded by wooden buildings. However, the firemen by exceptionally good work, succeeded in confining the fire to the building in which it originated. With the thermometer registering twenty degrees below zero, the fire fighters had an extremely hard time of it and suffered considerably from the cold, but hampered as they were by this, they did excellent work. Mr. Clement's loss is in the vicinity of \$35,000, and the insurance on building and stock amounts to \$26,000. He states that he intends to immediately rebuild and will erect a modern and up-to-date structure.

REBOUND IN INDUSTRIAL ACTIVITY

In a message recently sent to the various "Invictus" agents throughout the Dominion George A. Slater, president of George A. Slater, Limited, Montreal, reviewing the present business situation and outlook says in part: "We have passed through a stage of an economic crisis during the last few months, and I feel that we in Canada, have every reason to be proud, not only of the manner in which we maintained our financial equilibrium throughout the critical period, but also the even keel on which we have launched the good ship "Business," into the big sea of 1914 cooperation. As a producer, it strikes me most forcibly

that conditions amongst the shoe dealers, at any rate, have remained very stable. Of course, it is most readily understood that shoes represent a commodity rather than a luxury, and thus form an article of trade not easily affected by superficial conditions. At the same time, I feel confident that you, as a distributor, as well as ourselves as producers, in our particular line of business, must feel the rebound to industrial activity, which is bound to occur during the next few months. It stands to reason that the slight depression which has existed will be followed by renewed confidence. We are a nation of spenders, and with better prospects we always anticipate by buying more freely. This applies to the worker even more than to the capitalist, and 'tis from the worker we must expect the increased business which will build up your profits as well as ours."

HOW SMITH WAS ABLE TO COME BACK

A retail merchant in a small but flourishing town was doing a credit business. He was a hard worker—often boasted of having lifted eight or ten cases of shoes in succession from the ground to the wagon. He plugged away day by day. The one thought foremost in his mind was:

"I'll work hard for three more years and then sell out and retire from active service."

He figured on making enough money in three more years of hard work to buy himself a small place in the country where he and his wife could enjoy the fruits of his labor.

Business was fine; that is, he sold lots of goods. His clerks were always busy. Delivery wagons were continually on the go.

But, strange to say, his bank account did not increase in proportion to the amount of business he was doing.

When three years was up, Smith had not made his "few thousand" on which he expected to retire. He is still working the same ten hours a day, and still only "hoping" he didn't know why he wasn't "rich," for everything continued to look rosy and prosperous.

But I happen to know a few things about Smith's busi-



N. B. Detwiler, president of the G. V. Oberholtzer Co., Berlin, who has retired from the city council after two years' service, has been appointed a member of the Board of Health.

ness which, I believe, clears up the "mystery," as he was pleased to call it.

The first reason is: He never kept an account and complete record of his business.

He never knew how he stood on the books. He knew he was selling goods but to what amount or at what percentage of profit he never knew.

If a customer came to Smith and asked for a statement, Smith would have to tell him "in a day or two." Result, "in a day or two" the customer had spent the money. The customer was displeased, a bad thing for Smith; or pleased, which was worse for Smith.

Second: Smith trusted everybody. He never asked for reference. As long as he sold the goods, he never worried.

Third: Half the goods that went out of Smith's store were never charged. When that happened, he lost the profit he should have made on the sale, the time invested in buying; the time invested in selling; the cost of labor in handling the goods; the cost of keeping them on the shelves; and several other losses, including the big loss which such carelessness will cause in other work.

Smith needed to use his mind more and his muscles less. A daily record of his sales would have helped materially.

But Smith has "come back." He is doing business on a business basis.

Any time a customer wants a statement of her account now she knows she can get it in five minutes. Smith has a mechanical device now for getting out his statements, and his customers get statements whether they ask for them or not—neat ones, accurate ones, statements that collect the bills.

He has re-organized his sales force. His three old clerks have been replaced by two new ones who know how to sell goods, who are paid enough so that every penny taken over the counter goes into Smith's cash drawer.

He has systematized his delivery service so that instead of three wagons on the go, he has only two, but they deliver more goods and give the customer better service.

He no longer stocks up with unsalable goods because they look like bargains. He buys as he needs, and because he needs it, not because its a bargain.

Every article that leaves the store is accounted for, he's sure of that now because his system takes care of it.

At the end of every day Smith knows just where he stands. He knows just how much each clerk has taken in. He knows how much money he has to his credit. Smith has applied scientific method to his business.

The way Smith is doing business now, he is going to make a "few thousand," though he has quit talking about retiring, because he doesn't have to work like a dray-horse and he doesn't want an easier job.

Smith says "Business, when it's run right is a pleasure. Who would want to retire? I've just been born."

NEWS BRIEFS FROM QUEBEC CITY

The business places of Theodore Godbout and T. D. Debuc were badly damaged recently by fire and smoke.

Jos. Beaulieu and Cie, whose shoe factory was visited by a severe fire a few weeks ago, are again in operation.

The members of the Quebec Builders' Exchange held their annual banquet recently at the Victoria Hotel, which function was presided over by C. E. Morrisette, president of the Exchange.

A building permit has been issued to Messrs. Tourigny & Marois to rebuild their shop which was burned some time ago. The new factory will be thoroughly up-to-date in every particular and will cost about sixty thousand dollars.

Telesphore Rochette, who was badly injured a few

weeks ago, when he was struck by a locomotive, died on February 3rd. The deceased, who resided in St. Malo, was the son of the late Telesphore Rochette, of Jobin & Rochette, shoe manufacturers.

Among those in town during the past few days were L. S. Odell, of Fisk., Limited, Montreal, E. P. Crochiers, and J. A. Lefebvre, of L. H. Packard, Limited, Montreal; C. P. Graz, Cincinnati; Thos. Kelly, Utica, N.Y.; E. E. Kennedy, Utica, N.Y.; A. R. Clarke, of A. R. Clarke & Co., Toronto; C. E. McKeen, Vancouver; C. V. Rice, Boston.

Among the wholesale shoe visitors from Toronto who were here during the past week were J. A. McLaren, F. J. Weston and Hugh White. They were looking to place orders but were not able to make conclusive arrangements as manufacturers cannot guarantee when they will be able to give deliveries on account of the strike which has just been settled after many weeks.

ANOTHER SHOEMAN JOINS BENEDICTS



W. J. Thurston, shoe retailer, of Guelph, Ont., who has been in business in that city for the past eight years, is receiving the congratulations of his friends on joining the ranks of the benedicts. He was married last month to Miss Vera Barber, a former member of the teaching staff of the ladies' college at Regina, at the home of her mother in Guelph.

Rev. G. W. Barker, pastor of the Dublin street Methodist church, performing the ceremony. Mr. Thurston and bride spent a few days in New York and other eastern cities on their wedding tour. They were given a lively send-off by their friends in the Royal city. Seeking to elude the usual ceremony attendant on such a departure Mr. and Mrs. Thurston were driven out to Guelph Junction to take the train. The guests got word of the sudden move on their part and, engaging a large motor van, hastened to the junction and arrived before the train that was to bear the happy couple away. They liberally peppered the pair with confetti and other missiles and managed to send word to Hamilton where a taxicab that was awaiting their coming was also decorated with quaint mottoes. Even on his honeymoon Mr. Thurston could not escape from his calling in the footwear trade for the conveyance was elaborately ornamented with shoes of every description, which outrivalled in variety the collection on any of his bargain tables.

NEW SHOE FIRM INCORPORATED

The Hardie, Redmond Co., Limited, of Toronto, has been formed with a capital of \$40,000 to carry on the business of wholesale shoe dealers. The members of the new company are D. G. Hardie, James M. Redmond and others, and their place of business is at 189 Church street. The company succeeds Hardie & Moore and will conduct a general selling business in footwear.

CLARKE'S TEAM AGAIN TO FRONT

The hockey team of A. R. Clarke & Co., Toronto, and a large crowd of supporters journeyed to Georgetown on February 14th and decisively trimmed the Georgetown Wanderers by 7 to 3. The game was extremely fast and clean, but few penalties being handed out. Clarkes led at half time 2 to 1. The second half opened fast and Clarkes cinched the game by fast combination, scoring three goals

in rapid succession. The game ended 7 to 3 for Clarkes. The line-up was : Goal, J. Ross; point, D. Campbell; cover, P. Mellwain; rover, N. Thompson; centre, W. Brown; left, E. Randall; right, A. George; referee, Clive Sachs. The Wanderers are making a trip to Toronto for a return game in the near future.

HOW A YOUNG MAN SHOULD SAVE

James B. Forgan, president of the First National Bank, of Chicago, in the latest issue of the World's Work, makes the following suggestion as to how a young man should begin to save:

"What a young man should do with the first \$1,000 he saves out of his earnings must depend on his individual circumstances. If he is in business for himself the prob-

CONDENSED ADVERTISEMENTS

Two cents a word. Minimum charge for an advertisement 50 cents. Cash must accompany all orders.

WANTED—Shoe traveler with good connection in the Eastern Provinces to carry one of the most favorably known Ontario medium line of shoes on commission. Would go nicely with a line of fine shoes. Address, "Manufacturer," SHOE AND LEATHER JOURNAL, Toronto, Ont.

WANTED AT ONCE for Prairie Provinces or Ontario a good line of men's, women's or children's shoes on a commission or salary basis. Apply Box 65, SHOE AND LEATHER JOURNAL, Toronto, Ont.

FOR SALE—Old established shoe business in a Western Ontario town; established twenty-five years. Good repairing business in connection. Owner retiring. Apply Box 66, SHOE AND LEATHER JOURNAL, Toronto, Ont.

INVESTMENT WANTED—Successful shoe manufacturer: would take partnership or management in good shoe manufacturing or jobbing business. Confidential, Box 68, SHOE AND LEATHER JOURNAL, Toronto.

WILL BE OPEN on February 20th to take up a new line of shoes: commission preferred; must be up-to-date goods, either men's or women's. Have a clean record, long experience and good connection with the best Ontario dealers. Replies strictly confidential. Box 22, SHOE AND LEATHER JOURNAL, Toronto.

A WELL KNOWN AMERICAN MANUFACTURER who is planning to open a Canadian branch in Toronto about October will offer up to \$20,000 of stock for Canadian subscription. This is all the stock obtainable; a live office man or salesman can be placed. Box 171, SHOE AND LEATHER JOURNAL, Toronto, Ont.

WANTED—A fairly reliable man to handle a high-grade line of women's shoes in Montreal and district. Would entertain commission proposition in conjunction with a line of men's fine shoes. Applicant must have extensive experience in locality. Apply Relindo Shoe Co., Limited, 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.

abilities are that the best thing he can do with it is to leave it in his business to increase his working capital.

"If he holds a salaried position, is earning more than sufficient to support him, and is free to use his surplus income as a basis on which to build up his own fortune, the following is a good method to adopt:

"1. Invest his \$1,000 in a first-class bond or similar security.

"2. At the beginning of the year make a careful estimate of what he will require for his personal expenses and thus ascertain how much of his salary he will be able to save during the year.

"3. Borrow the amount he thus estimates he can save during the year, using the \$1,000 security he already owns as collateral, and invest the amount thus borrowed in another good bond or security.

"4. Arrange to repay the amount borrowed in equal monthly installments during the year, having these installments come due on pay day, and make the payments of them the first disbursement of his monthly salary.

"This method ensures the enforced accumulation of the savings and necessitates the adjustment of his personal expenses to the amount he has left after his savings have been provided for. By carrying out his programme at the end of the year he will own the bond or security fully paid

QUEBEC STRIKE IS NOW OVER

The strike in the shoe trade in Quebec, which started the end of November last, has come to an end, and the men returned to work this week. There have been a number of meetings between the manufacturers and representatives of the unions, and a final agreement was reached on February 14th. Both parties made concessions before the dispute was settled. This will be good news to the trade throughout Canada.

HOW WOULD YOU LIKE A PAIR?

Here is the latest creation in new spring styles—if you are a diver. These shoes were made by the John Palmer Co., Limited, of Fredericton, N.B., for Foundations, Limited, who have been doing some work under water at that city. A representative of the company came to the John Palmer factory one evening about five o'clock and wanted a pair of shoes made by seven o'clock the following morning.



A couple of employes came back, drafted patterns, cut and fit the uppers and made the shoes complete from the Skowhegan waterproof oil-tanned leather which the John Palmer Co. use. The sole of the boots is made of lead, the toe-cap is of cast brass and is fastened to the sole by a series of screws. The latter supplies were furnished by the Foundations Co. The diver reports that the boots turned out from leather are the best he has ever seen, which reflects much credit on the makers and the expedition with which the order was carried out.

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

**Mr.
Manufacturer**

You don't know what it is to get the best possible results until you have used Logan's Union Slaughter and Sweat Sole Leathers.

Particularly adapted to factory-sewed work. Try them.

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 IN TOUCH WITH THE TRADE

You can do this easily by securing the twenty-four live issues each year and reading

THE SHOE AND LEATHER JOURNAL

One Dollar per year - Issued twice a month

ACTON PUBLISHING CO., LIMITED

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THE BARRIE TANNING CO., Limited
 Tanners and Hide Dealers
 FACTORY AND HEAD OFFICE: BARRIE, ONT.
 Makers of—

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|-----------------|---------------|
| 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

THE DOMINION LINE

FINE FITTING FELT FOOTWEAR



for 1914 includes a choice assortment of felt shoes and slippers excelling in Style, Fit and High-grade Workmanship. You should see it. Not connected with any trust or combine.

Dominion Shoe & Slipper Co.
 BERLIN - - ONT.

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



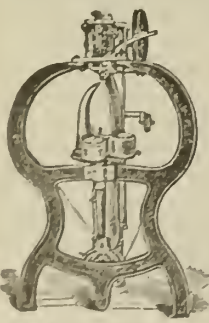
BOX TOES

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



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.



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.

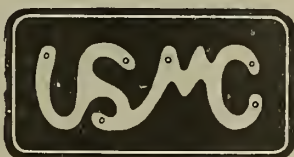
There is nothing made that is just as good.

THE ARABOL MANUFACTURING CO.
 NEW YORK CITY

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. 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. : : : :

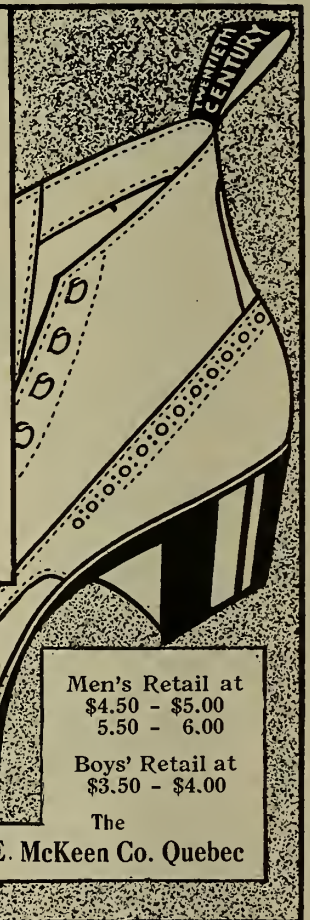
Manufacturer to the Jobbing Trade

ASK FOR SAMPLES

The Twentieth Century Shoe has a place in most progressive shoe retailers' stocks.

It has all the qualities essential to the making of a really good shoe and is an easy seller and sure profit maker.

Your Fall 1914 stock will not be complete without a good assortment.



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



MAKERS OF

HIGH-GRADE SHOES FOR
MEN AND WOMEN

Write us for further particulars

L. GAUTHIER & CO. - Quebec

LUCIEN BORNE MANUFACTURER OF GLAZED KID,
CHROME VEALS AND SIDE LEATHERS
VELOURS, GUNMETAL, DULL AND BOX FINISH

Sales Room:
149 St. Valier Street

QUEBEC

Works:
Limoulou, Que.

Kimmel

FELT FOOTWEAR

This is a line of felt footwear that is positively second to no other line on the Canadian market.

Before placing your Fall Felt orders, we would like you to thoroughly inspect the really fine range of Kimmel Felt Footwear—not only for our benefit but for your own satisfaction and your customers'.

We know that if you look over the samples with an eye to future selling

You will Specify Kimmel Felts

The 1914 range includes, not only those designs which have already proven themselves to be such popular sellers, but many new, snappy features which are assured of an equally widespread popularity in the future.

The shoes are made on up-to-date lasts in all-felt and felt and leather. The range of slippers includes many choice designs in the most tasty colors.

Exclusive Selling Agents for Kimmel
Felt Shoes and Slippers

Ames-Holden-McCready, Limited

The Oldest, Largest and Most Reliable Manufacturers
and Wholesale Dealers in Fine and Staple
Footwear of all Kinds in Canada



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THE MONTREAL BOX TOE CO.

ESTABLISHED 1904

MANUFACTURERS OF HIGH GRADE

Box Toes and Heels

OF ALL KINDS

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Have you seen the new Tango Pump for Men

Made by
The Tetrault Shoe Mfg. Co. of Montreal

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OFFICES, LABORATORY AND SAMPLING ROOM
227-229 FULTON STREET
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DUCCLOS & 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

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



Look out for the MINER Salesman

Our travelers will soon be on the road with a fine range of rubber footwear. This range will include a wide variety of perfect fitting lasts, in the most stylish, up-to-the-minute shapes.



You couldn't do better than make your selections for Fall, 1914, when our salesman calls on you. He has a host of attractive samples to show, and it would be a positive loss to you if you failed to see them.



So be sure and see our salesman's samples—we feel sure that if you do you will unhesitatingly leave your Fall orders with him.

THE MINER RUBBER CO. Limited

Granby · Montreal · Toronto · Quebec · Ottawa

SELLING AGENCIES:

Jackson & Savage, Limited, Montreal.
R. B. Griffith & Co., Hamilton.
J. M. Humphrey & Co., St. John, N.B., and Sydney, C.B.
The Miner Rubber Co., F. Maranda, Mgr., Quebec, Que.
W. A. Marsh Co., Western, Limited, Winnipeg, Calgary, Edmonton.
Coates, Burns & Wanless, London.
The Miner Rubber Co., Toronto.
Dowling & Creelman, Brandon.
Blachford, Davies & Co., Limited, Toronto.
The Miner Rubber Co., Ottawa, Ont.



**MINER
MEANS
MERIT**

THE SHOE & LEATHER JOURNAL



WOMAN'S PATENT BUTTON

Long receding plain toe, brocaded
broadcloth quarters, Cuban-Louis
heel

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
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“NUGGET” SHOE POLISH

THE LARGEST BUSINESS
OF ITS KIND IN THE WORLD

HEAD OFFICE
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Melbourne
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New Zealand

Cape Town
South Africa



Brussels
Belgium

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U.S.A.

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Holland

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Germany

“Nugget” shines wherever the sun does



CANADIAN HEADQUARTERS
9, 11 and 13 Davenport Road, Toronto, Ontario

The
Brand
of
Quality

THE *22*
GREAT WEST
22 **FELT CO.**
22 **LIMITED**



No. 102.

No. 102. Men's
Felt Blucher. Vamp
Lined, Leather Fac-
ing and Back Strap.
Felt Sole and Heel.

*Look for this
Brand on the
Felt Footwear
You Buy*

We are now offering to the trade, through independent jobbers, a line of Cold-Proof Felt Footwear, that for all-round excellence is superior to any other line of Felt Footwear in Canada.

We make our own felt from the raw material with machinery invented and designed by our own experts and this enables us to excel in fit, style, finish and wearing qualities.

These are the features that have created such a wide-spread demand for Great West Felt Co., Limited, Felt Footwear, and it will pay you to see that the felt footwear you buy bears the above stamp of quality.



No. 450.

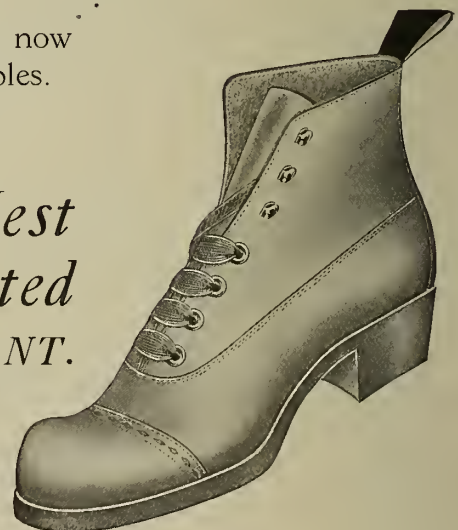
No. 450. Child's Red Felt High Cut Bal., Dongola Vamp and Back Foxing and Top Trimmed, Leather Facing and Back Strap, Felt Sole and Heel.

- No. 449 Child's, Same as Above, in Brown.
- No. 550 Infants', Same as Above, in Red, Spring Heel.
- No. 549 Infants', Same as Above, in Brown, Spring Heel.
- No. 350 Misses', Same as Above, in Red.
- No. 349 Misses', Same as Above, in Brown.

Independent jobbers are now showing our Fall Felt Samples.

*The Great West
Felt Co., Limited*
ELMIRA, - - ONT.

"NOT IN ANY TRUST"



No. 136

No. 136. Men's All Dongola Bal., Toe, Cap, Warm Felt Lined, Felt Sole and Heel.

No. 25. Boy's, Same as Above.

Kant Krack The Recognized Leaders Dainty Mode

Leaders for Fall 1914

We know that those dealers who have sold the Independent Brands in the past will come again strong for them now that ordering time is here. But we want to convince YOU, who have not yet sold them, that there's a big rubber season ahead for you—if you specify Independent Brands.

The samples for 1914 are now in the jobbers' hands, replete with new, snappy features, and comprises a range of styles and shapes good enough to meet any emergency.

We only ask you to wait and give these deservedly popular brands your careful inspection. They defy comparison with any other lines you have yet seen.

Independent Rubber Co. Brands are sold by

- The Amherst Boot & Shoe Co., Ltd., Amherst, N.S.
- The Amherst Central Shoe Co., Ltd., 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, - - - Montreal, Que.
- A. W. Ault Co., Limited - - - Ottawa, Ont.

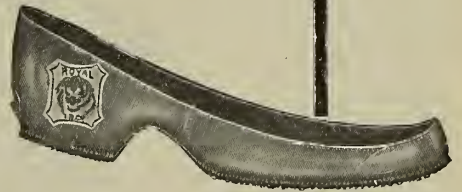
Made by

Independent Rubber Co.

Limited

Merritton

Ontario



A Line of Felt Footwear That is Second to None

The many new styles in felt shoes and slippers in the Kimmel line for Fall selling, should be sufficient inducement for you to at least carefully inspect this fast selling line.

Quality and style are inseparable in this line. This trade-mark

Kimmel
FELT FOOTWEAR



carries a particular significance to the retailer who knows the satisfaction-giving qualities embodied in Kimmel Felts.

For uniform superiority of materials, high-class workmanship and absolute durability, the Kimmel line is positively unbeatable,



Exclusive Selling Agents

Ames-Holden-McCready, Limited

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

Montreal St. John Toronto Winnipeg Calgary Edmonton Vancouver



DOCTOR'S SPECIAL

A shoe that combines quiet elegance with comfort and those weather-resisting qualities that have given it the reputation and vogue it now enjoys—and to which competition aspires.

Not a dress shoe alone; nor a heavy weather shoe only; but a combination of the two, that once worn is always demanded by *particular* men.

It means added reputation and increased profits to the dealer.

Sort now for the early Spring Trade.

J. & T. BELL LIMITED
MONTREAL, CAN.

MAKERS OF HIGH GRADE FOOTWEAR

NORTH BRITISH RUBBERS



North British and Elephant Brands

include an unusually attractive and comprehensive range of up-to-date lasts. A rubber for every shoe style. These splendid sellers will be in bigger demand than ever next Fall, and it will pay you to give our samples your most careful inspection.

The North British Rubber Salesman will call on you in a few days. He has a proposition for you Mr. Shoe Man that you cannot afford to miss.

The North British Rubber Co., Ltd.

EXECUTIVE OFFICE AND FACTORIES
EDINBURGH, SCOTLAND

Selling Agencies
ROY & DARVEAU ENRG., Quebec, P.Q.

T. LONG & BROTHER, Limited
Collingwood, Ont.

Canadian Branch
43 COLBORNE ST., TORONTO, ONT.

THE NORTH BRITISH RUBBER Co., Ltd.
Montreal, Que.

SCOTTISH WHOLESALE SPECIALTY CO. Ltd.
Winnipeg, Man.

Ontario Trade looked after by our own salesmen from our Toronto Branch



Our
1914 "LEADER"
Welt Shoe at \$4.00
will be a Grand Seller

LEADER Welts at \$4.00 make the best proposition on the market for the retailers' fall trade. Because the price is reasonable do not think that this is a **cheap shoe**. It is splendidly made from the very best of materials under expert supervision, and the only reason we can sell it at this exceedingly low figure is because we buy immense quantities of raw materials at favorable prices, and because we sell such a large number of LEADER Welts.

For fall, 1914, we are putting in several new styles which will considerably increase the value of this line to the retailer. If you handle this line there is a good profit in it for you and any amount of "come-back" business. Price backed by quality counts.

Our travelers will be on their way to you in March. Be sure you see the complete "LEADER" Welt Line before placing your order.

CORBEIL LIMITED

*Manufacturers of Good Shoes to Retail at
\$3.50, \$4.00 and \$5.00*

Makers of BENCH-MADE and LEADER Brands

Montreal

Factory, Warehouses
and Offices

63-71½ St. Paul
Street





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 **PENMANS**—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





Where Clark Shoes are Made

Illustrated above is a plant that has been recently built for Clark Bros., Limited, of St. Stephen, N.B. —a new firm manufacturing an entirely new line of ladies' fine shoes.

This plant is 152 feet long by 50 feet wide and has a productive capacity of 1,000 pairs of shoes per day.

A concentrated shoe manufacturing experience, extending over many years, in the leading centres of the United States, is back of every pair of shoes produced in this factory.

The Clark line includes a very comprehensive range of high grade women's shoes in the most perfect fitting and attractive lasts **which are made exclusively for the jobbing trade.**

YOUR ENQUIRIES ARE SOLICITED.

CLARK BROS., LIMITED
ST. STEPHEN, N.B.

Making exclusively for the Jobbing Trade.

Specify Tebbutt Shoes for Big Fall Sales

THE
Professor

PAT. N^o. 119409
GOLD CROSS
SHOE



THE opening of the placing season is right at hand. If you are to do a big shoe business next Fall, you must see to it that your stock includes only the most saleable patterns.

Naturally you will want a good assortment of the "DOCTORS" and the "PROFESSOR" Shoes.

We cannot too strongly urge you to *insist* on getting these well-known brands from your jobber. They have no substitutes; there is nothing "just as good."

So be sure and specify the "DOCTORS" and the "PROFESSOR" Shoes and you'll make quick sales and good profits.

Doctors
ANTI-SEPTIC
SHOE
PAT 1908 1909
NON
PERSPIRO



The Tebbutt Shoe & Leather Co., Limited

Three Rivers, Quebec



“The Brand that Filled a Long ‘Felt’ Want”

Only by fully studying the requirements of your customers can you hope to make a success of your business. You *must* have *what* they want, *when* they want it, or you will inevitably lose their custom.

People of great discrimination and judgment, the people who actually *wear* “Elmira” Shoes and Slippers, want them for good, specific reasons. They know that “Elmira” quality is unsurpassable; they know that “Elmiras” not only *look* well but they *wear* well, and *feel* well—they know that absolute and lasting satisfaction is guaranteed with every pair of “Elmira” shoes or slippers they buy.

Wouldn't it pay YOU to handle such a line?

Make your selections from our illustrated catalogue—there's a wide variety of patterns for you to choose from; or, see the samples the jobber will show you.

Manufactured by the Elmira Felt Co., Limited

BERLIN - - ONTARIO



WE WANT YOUR PLACING ORDER

To properly satisfy your customers' needs you require rubbers that will give you Style, Fit and Honest Wearing Results. **TRY LIFE-BUOYS!**

THE QUESTION IS

What Brand of Rubber Footwear will it pay you best to handle for 1914?

DOES IT PAY

you to handle a brand that only gives average satisfaction in Fit and Wearing Quality?

THE ULTIMATE NET PROFIT

at the end of the season depends on a big sale of the best Rubber Footwear on the market, and this profit will undoubtedly be yours if you stock the LIFE-BUOY line of Superior Quality Footwear.

Do justice to yourself this season—buy Life-Buoy Rubbers, the only brand that has withstood the test of the past strenuous season. You will have the most modern rubber footwear factory in Canada behind you.



EXTREMELY POPULAR FOR GENERAL WEAR

Men's WOODBINE—Medium Heel, Hump Toe, full on outside.

Men's WINDSOR—Large Heel, Hump Toe, straighter and not quite so wide across ball as the Woodbine. Sizes 5 to 11.



Wait for our salesman—you have nothing to lose thereby.

The
Kaufman Rubber Company, Limited

Head Office and Factory:
BERLIN, ONT.

BRANCHES IN ALL PRINCIPAL CITIES:
Vancouver, Edmonton, Saskatoon, Winnipeg,
London, Toronto, Ottawa, Montreal
Truro, Fredericton, Charlottetown, P.E.I.

“LIFE-BUOY” Patented Leather INNERHEEL RUBBERS



Women's CLASSIC—The merchant will recognize this style as a necessary requirement for the present new “GROWING GIRL” shoes. It has been designed with full toe and ample room throughout the forepart.

An improved method of heel construction in all our Women's “Life-Buoy” high-heeled lines.

When ordinary rubbers give out early, by abuse to the heels, Life-Buoy Leather Innerheel lines *still stand the strain for a long time*. They wear much longer than the ordinary rubber, *yet cost no more*.

If the rubbers you have been handling wear out too quickly at the heels, try a case of our Leather Innerheels and be convinced.

LIFE-BUOY Brand is the only brand in which you can get the *Patented Leather Innerheel*.

Wait for our salesman—you have nothing to lose thereby.

The
**Kaufman Rubber
Company, Limited**

Head Office and Factory:
BERLIN, ONT.

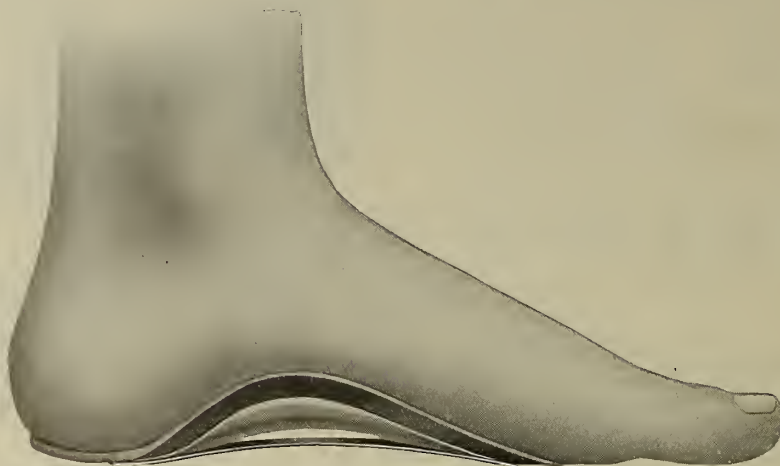
BRANCHES IN ALL PRINCIPAL CITIES:

Vancouver, Edmonton, Saskatoon, Winnipeg,
London, Toronto, Ottawa, Montreal,
Truro, Fredericton, Charlottetown, P.E.I.

FOR FINE SHOES

Men's AUTO—An entirely new shape introduced by us for the coming season. Medium to large low heel, receding toe, for fine goods. Sizes 5 to 11.





Scholl's Foot-Eazer

A practical, scientific appliance that instantly and permanently relieves tired, aching feet, weak ankles and other troubles caused by structural weaknesses of the feet. It is anatomically designed, and the self-adjusting, double-sliding spring feature supports the arch in nature-like, easy manner—gives a natural elasticity and springiness to the step—correctly relieves the foot muscles of all strain, and gives absolute rest to the muscles and nerves. It is adjustable to all feet and can be worn in any shoe unnoticeably or changed from one pair to another instantly.

Retail price, \$2.00 a pair

Up-to-date Shoe Dealers carry them.

THE SCHOLL MFG. CO. 213 Schiller Street
CHICAGO
 Branch Offices: New York, Toronto, London, E. C.



Write for Free Booklet

"Scientific
Corrections
for Ailments
of the Feet."

Get all the information
about the
SCHOLL LINE
of
Foot Appliances
and Specialties.

It'll be worth your
while.



Insist upon getting GROSCH Felts for Fall 1914

and you'll experience no difficulty in getting rid of your stock.

In the Grosch range for Fall 1914 you'll find a host of particularly saleable patterns that excel in style, fit and wearing qualities. You'll find Grosch Felts will make an irresistible appeal to those customers who want "something better at a little lower price."



The Grosch Felt Shoe Co., Limited

Milverton - - Ont.



"LEADER" BRAND McKAYS FOR 1914



There is a splendid opportunity right in your town for a good strong line of McKay shoes for men, boys, youths, and little gents. There are a great many people to whom a good McKay shoe appeals rather than a Welt because of the saving in price. LEADER BRAND McKAY SHOES are better made and look better than many Welt made shoes.

This line for Fall, 1914, includes a lot of snappy styles that are sure to take the eye of discriminating buyers who want the most value for their money.

If you stock this line for men, boys, youths, and little gents, you have a bread and butter range which will in time prove to be the backbone of your business.



Watch for the traveler handling "LEADER" McKays. He will see you in March.

CORBEIL LIMITED

Manufacturers of Welt and McKay Shoes to Retail at \$3.00, \$3.50, \$4.00 and \$5.00
MAKERS OF "BENCH-MADE" AND "LEADER" BRANDS

Warehouses and Offices: **MONTREAL** 63-71½ St. Paul St. Factory:

Be Sure and See the New PERTH Styles for Fall



AND we know that when you do see them you will want to go no farther for your women's shoe stock.

Always a thoroughly popular and up-to-date shoe, the "Perth" will enhance its splendid reputation by the appealing and exclusive patterns that will be shown for Fall selling.

If you are to cope successfully with the demand for the Perth Shoe next Fall, be sure and order a representative assortment in good time.

We manufacture Women's Goodyear Welts exclusively.



Perth Shoe Co., Limited
Perth, Ontario



"TANGO"



"STRAND"

Brandon
Shoe Co.
Limited

Our
Line for Fall
1914, includes
many New, Snappy
Lasts, and is the
Best we have ever
presented to
the Trade.
See it!

Brantford
Canada



"LIPTON"



"BRANT"

THE MARCH ISSUE OF
“FOOT PRINTS”

contains the
1914 CATALOGUE
of

“JACQUES CARTIER”

“MERCHANTS”

“DOMINION”

“ANCHOR” and

“FLEET FOOT”

Brands of Rubber Footwear.

It is full of new and improved styles and shapes. If your copy has not reached you, write for one. It is the largest and most complete catalogue of Rubber Footwear ever issued.

Canadian Consolidated Rubber Company

Limited

Selling Agents

Montreal

28 Branches throughout Canada.

Order Tricketts' Slippers Early To Avoid Customer Disappointment

WE cannot too strongly urge you to thoroughly inspect the TRICKETT line for Fall 1914. Jobbers are now out with samples of these celebrated slippers. It will pay you to give these goods your closest attention, and by ordering early you will insure prompt delivery, thus avoiding disappointment.

One of the
Many Attractive
Designs included
in Our Line
for Fall



Tricketts'
Slippers
are the
recognized
Leaders

EVERY shoe merchant who wants to do a big slipper business next Fall should stock TRICKETTS'. TRICKETTS' slippers are so well known and so deservedly popular that there is always a steady demand for them. And the TRICKETT line is comprehensive, embracing a wide assortment of dainty, up-to-date designs, in Arctic cloths, felts, velvets, satins, leathers, etc., and will enable you to satisfactorily meet the requirements of all your customers.

Again we say—ORDER EARLY!

SIR H. W. TRICKETT, LIMITED

WATERFOOT, Near Manchester, England

Canadian Office: 16 Manchester Building, Toronto, Ontario

Manager, J. Stewart Ashworth

MR. RETAILER

¶ By confining your lines you make for progress and contentment. There is a satisfaction in having an alliance with a firm that specializes.

¶ We have formulated a plan whereby we can take care of all your fine shoe requirements.

¶ Our representatives will be with you soon with three splendid lines. It will pay you to wait for them.

¶ Watch the next issue of this journal for photographic reproductions.

The Cook-FitzGerald Co. Limited

LONDON

Makers of Fine Shoes for Men.

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.



Maple Leaf Rubbers

Granby Rubbers



are

**Well
Designed**

**Well
Made**

**Well
Finished**

AMES - HOLDEN - McCREADY and Granby and Maple Leaf Rubbers will be the by-word during this month among the merchants of Canada.

Our travelers are now on the road with samples of these celebrated brands. Many of our customers have found that by buying both Shoes and Rubbers from us they can confine their accounts to fewer firms.

Wait and see samples of the two best lines of Rubber Footwear in Canada and let our representative explain the advantages of buying from us.

Wear

Like

Iron



Ames - Holden - McCready Limited

Montreal St. John Toronto Winnipeg Calgary Edmonton Vancouver

Kant Krack



*Place Your Rubber Order
with one of My Salesmen*

My stock of rubbers has been taken from those well-known brands, "KANT-KRACK," "DAINTY MODE," "ROYAL" and "BULL DOG"—products of the Independent Rubber Co., Limited, Merritton, Ont.



My salesmen are now showing a complete line of Fall 1914 samples. One of them will be round to see you shortly, and a good inspection of these samples will speedily convince you that Independent rubbers should figure largely in your Fall stock.

Give my salesman the opportunity to show you how it would be to your advantage to sell Independent rubbers next Fall.



JAMES ROBINSON

182-186 MCGILL ST., MONTREAL

Dainty Mode



*I Can Guarantee You
Satisfactory Delivery*

It will be a great source of satisfaction to you when you place your rubber orders with me to know that you will receive the goods *just when you want them.*

My "Hurry Up" department is at all times ready to co-operate with you in the prompt dispatch of your orders.

You'll find, by letting me look after your rubber requirements, that my aim to give you satisfactory, all-round service is as near perfection as it is humanly possible to make it.



JAMES ROBINSON
182-186 MCGILL ST., MONTREAL



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.

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 Street, Toronto

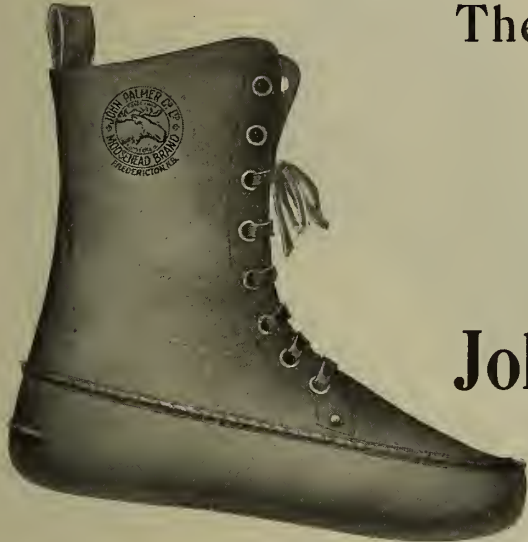
“Moose Head Brand”

Oil Tanned Shoe Packs, Larrigans, Sporting Boots and Summer Packs. The old reliable line that has stood the test for nearly forty years.



The Goods with the Reputation

Sold and distributed by the leading jobbers of footwear throughout Canada. Do not place your orders until you have seen our samples and prices for 1914.



John Palmer Co., Limited

FREDERICTON, N.B.

The Largest and Oldest Manufacturers of Oil Tanned Waterproof Footwear in Canada.

Seen Our 1914 Fall Samples?

IF you haven't you will be well repaid by waiting to see them, before you place your Fall Orders. We are convinced that when you do see our line of

Men's, Women's, Boys' and Youths' Turns & McKays

you will want to go no farther for your Fall Stock. Our samples speak eloquently for themselves. Carefully examine them for your own satisfaction.

**Aird & Son = Montreal
Canada**

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?



Your Staples for Next Fall

Should be selected from the Yamaska line, **not** because they include the newest "Freak" styles, but because **Yamaska Brand Shoes** are the goods you can rely upon to bring you a goodly share of the season's shoe business.

Look at the fine line of samples of **Yamaska Brand Shoes** for the Fall of 1914, and you will speedily come to the conclusion that they are worthy of a prominent place in your shoe stock.

La Compagnie J. A. & M. Cote
ST. HYACINTHE, QUEBEC

A Word About Our Fall 1914 Samples



FALL samples of the celebrated Ahrens Shoe are now in the hands of our representatives. Our 1914 line is the strongest and and most comprehensive we have ever produced. Clean cut in style, perfect in fit and thoroughly serviceable.

Your shoe stock for Fall 1914, will not be complete without a good assortment of the Ahrens Shoe. Be sure and give our samples the thorough inspection they merit.

"EVERY PAIR SOLID LEATHER"

Charles A.
AHRENS
limited.
BERLIN, ONT.



Our Styles for Fall Selling

will show McDermott shoes for women in the lead—AS USUAL. In a few weeks' time our travelers will be on the road with the best selection of women's shoes that we have ever shown.

Included in this line will be some new styles for which we predict a good demand.

We are also showing some classy Men's Pumps. Watch for further information.

The McDermott Shoe Co.

Women's Shoe Specialists

MONTREAL



S-D Shoe Buckles

Illustrated here is the popular "Tango" Slipper with an effective display of ornamental shoe buckles.

Shoe buckles are becoming increasingly popular with "dressy" women, and you should have a good stock always at hand.

We are exclusive Canadian manufacturers of the famous

S-D brand, and make a complete assortment of highly attractive designs with Rhinestones or plain. Prices right—goods guaranteed. Samples upon request.

IF YOUR SUPPLY HOUSE IS OUT OF STOCK
WRITE US.

The Smith-D'Entremont Co., Limited

1475-77 Queen St. West --:-- TORONTO, CAN.

F. G. CLARKE, President
C. E. CLARKE, Vice-President and Treasurer
Established 1852.

Manufacturers of **SHEEPSKINS** Of all kinds

Our sheepskins have been the standard for quality and colors in Canada for over thirty years

Clarke & Clarke, Limited

General Offices & Works
Christie Street, Toronto

City Office & Warehouse
52 Bay Street, Toronto

BRANCHES

137 McGill Street, Montreal
G. S. HUBBELL, Agent

553 St. Valier Street, Quebec
RICHARD FRERES, Agent

URUS CALF
REGISTERED

OUR LATEST TANNAGE  MADE FROM SELECTED HIDES

Tanned by the Very Best Methods and meets the existing demands for a Soft and Mellow Leather, combined with a Tough Fibre. URUS CALF is filled with a Pitch and is as near Waterproof as it is possible to make
* Leather. *

BUY a PAIR and be
CONVINCED



NONE GENUINE EXCEPT
MADE BY

Valentine & Martin
Waterloo, Ont.

The R. M. Beal Leather Co. Limited Lindsay, Ont.

MAKERS OF THE CELEBRATED

John Bull Larrigans and Leggings

Give us a trial
order and be
convinced.



No. 13
14 in. leg.

WHEN VISITING MONTREAL CALL AND SEE US



LACES IN
SILK, COTTON,
LEATHER,
MOHAIR, ETC.



We are Headquarters for
SHOE LACES
WINDOW and STORE FIXTURES
SHOE POLISHES
INFANTS' SOFT SOLE SHOES, Etc.



TANGO BUCKLES AND ALL THE
LATEST NOVELTIES



Canadian Agents for
**O'SULLIVAN'S
RUBBER HEELS**

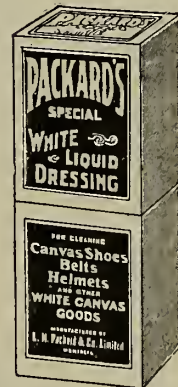
SEND FOR
OUR BIG CATALOGUE



FIXTURES IN
WOOD, GLASS
and METAL



POLISHES
OF ALL KINDS.



COMFORT UNION PROTECTORS



L. H. PACKARD & CO., LIMITED
Shoe Store Supplies - - MONTREAL



Watch This Space

IN SUCCEEDING ISSUES

For further details regarding the new line of RIDEAU creations for Fall, 1914. We have added a number of new and stylish lasts for both Men and Women to the already strong Rideau line.

These will undoubtedly prove strong sellers for Fall Trade and we will tell you more about them by illustration and otherwise in succeeding issues of this paper.

*Our Travelers will be on their Respective
Fields about March 15th*

WATCH FOR THEM

RIDEAU SHOE CO., LIMITED

103 Latour St.

MONTREAL



SHOE & LEATHER JOURNAL

Published Twice a Month

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Vol. XXVII. No. 5

TORONTO, MARCH 2, 1914

\$1.00 per Year ^{In}—_{Advance}
Foreign Subscription, \$2.00

Long Receding Toe Will Lead in Fall Footwear

Brocade and Cloth Quarters, Spool Heel and Colonials Are Favorites in Women's Line—More Bals. Darker Shades of Tan, Custom Effect and Invisible Eyelets for Men—"Duck Bill" Toes Not Likely to be Heavy Sellers—A Review of Fashion's Fickle Trend

What are the new things for fall? What are the alterations in styles? What are the leading shapes and what leathers will be most popular? What will be the best sellers and what will the public buy? These are the important questions that every shoe retailer in both city and town, metropolis and hamlet, in Canada at the present time is asking, and if the SHOE AND LEATHER JOURNAL could answer all these queries in a satisfactory and accurate manner its reputation as a prophet and an infallible authority would be established forever.

March the first is supposed to be the date on which all shoe manufacturers have their fall samples ready and in some instances travelers start out with a full representative range at the beginning of the month. The majority,

in style. If there are any radical changes, new ideas, new leather effects, new builds of heels and new shapes in toes, these are likely to manifest themselves in spring and summer



WOMAN'S PATENT LEATHER, LONG RECEDING PLAIN TOE, BLACK CRAVENETTE TOP, KIDNEY HEEL—BY RELINDO SHOE CO.



PATENT LEATHER TANGO, LONG VAMP, CUBAN-LOUIS HEEL, RHINESTONE ORNAMENT, SILK RIBBON LACE

however, do not get away, except those going to the far West, until the middle of the month or the beginning of April. The fall season is not the great period for alterations

offerings, rather than in fall or winter productions. Fall footwear is supposed to be a little heavier than that which is in vogue for spring and summer. In a number of factories that make along standard and conservative lines or turn out goods exclusively for jobbers few, if any, changes are made at all, with the exception of inserting a slip sole or using a double sole or viscolizing the bottoms and making use of storm and winter calf and other wet-proof leathers. Of course there is always a certain number of changes each season, although they may not be very pronounced. The question is what are they?

Speaking of the higher class trade and shoes that generally retail in the five and six dollar realm, it may be

observed that the following, according to the opinions of leading manufacturers, will be seen to a large extent:—More laces, some with whole quarter effect, invisible eyelets, running all the way up to the top facing; low long heels; broad shank; long receding toe; plain tips; hand-pegged heels; mahogany brown or tan in new shades in leather; new dumb bell pull straps; cloth tops; custom effect, etc.

In the medium priced trade—The medium high toe or a semi-recede, as it is more popularly known, is likely to have the greatest call.

Of course, there are some men of middle age, and beyond it, who are never swayed by the fashion at all. They adopt a sane, sensible, conservative last and stick to it through all seasons. In the young men's trade and the trade of those who buy many shoes for the sake of keeping up with the passing procession, the foregoing points are likely to be observed by these persons in the selection of their fall and winter footwear. There is one hopeful sign, however, and that is comparatively few freaks are seen, particularly in men's shoes. Cloth tops are likely to meet with a large measure of appreciation, especially where the vamps are patent leather. There is nothing that can replace the shiny material for dress occasions, patent side leather and patent colt being in constant demand. Tans may be worn next fall to a certain extent by men, but the style prophets say that the shade will be darker than usual by taking on more of a cherry or mahogany hue.

Some "Duck Bills" Are Seen

An attempt is being made by some manufacturers in Canada to introduce French styles as seen in the wide, semi-square, retreating toe, popularly known in certain sections of the trade as the "duck bill" effect. Whether this will call forth any generous evidence of approval it is difficult to say. One manufacturer of men's shoes said that we would soon be taking our lessons in any new shapes and designs from the French, who generally go to extremes. One is the long-pointed, razor like effect and the other is the round, square-cornered "duck bill" shape. With the introduction

of the latter there will likely be a tendency to shorten the vamps to some extent. It is generally conceded now that on both men's and women's shoes vamps have been elongated as much as possible, or as one authority puts it, they have been stretched to the limit and when the pendulum of fashion swings very far in one direction it is apt to sway back and go to an extreme in another direction. This will possibly be noticed more on women's shoes than in men's; there is a closely interwoven relationship and inter-dependence between the two.

The forgoing really points out any new effects that have been presented in men's shoes. It is believed that gun-metal will still be the leading leather for everyday wear, although box calf, dongola, kangaroo and tan Russia calf will have a certain measure of patronage.

Cloth Tops Are Popular

One leading manufacturer of men's shoes writes that, from information which he has gathered in the east, fabric tops for men are going to sell strongly and that the demand for patent leather and the nut brown Russia calf will be exceptionally heavy, while requests for the lighter shades of tan calf will not be as pronounced as they have been for the past two or three seasons. I believe the custom effect, or as some call it, the English effect, is continually gaining ground, although the high toe has died hard, particularly with the young men who love something saucy, jaunty and distinctive. Nevertheless I think it has given its last kick. For the big city trade, the narrow custom recede toes are having the call and have now caught on in all towns of the Western Provinces, which do not take as readily to new conceits as certain centres in the east. For the small town trade, the medium high toe, both for men and women will prevail.

Another shoe manufacturer, in discussing the style problem, said that the tendency just now is for manufacturers to stick to their old lasts, and I think it would be good policy on your part to advise the merchants that the styles they are getting from the manufacturers to-day are all first-

(Continued on page 53)



PATENT LEATHER LACE BOOT, WITH FABRIC QUARTERS, INVISIBLE EYELETS, FANCY FOXING, MEDIUM HIGH HEEL AND SQUARE RECEDING "DUCK BILL" TOE



WOMAN'S PATENT LEATHER LACE SHOE, WITH PERFORATED FOXING, AND LACE FACING, FABRIC TOP, "DUCK BILL" TOE, CUBAN HEEL, BLIND EYELETS



WOMEN'S PATENT TANGO PUMP, CUBAN HEEL, CUT STEEL BUCKLE, RIBBON LACED—BY MINISTER, MYLES SHOE CO.

Six Questions Asked by a Leading Western Shoeman

Answered by A. E. EDGAR, Merchant and Author of "How to Advertise a Retail Store" and Other Business Literature

I.—How Do You Measure the Width of the Foot on the Measure?

There are a number of foot measures which provide for the taking of the measure of the width of the foot, and these are more or less satisfactory. These patented devices are not used as much as they ought to be in our shoe stores, especially in our Canadian shoe stores. They are indis-

and taking in the appearance of it, whether it is unduly spread out at any point, especially at the ball where the weight of the body comes when walking and standing, he can tell fairly well whether the wearer should have the same width or one wider. It will be found that it will be seldom necessary to give a wider width to a patron who has had any care at all in a previous fitting.

MEN'S STANDARD MEASUREMENTS

| | | 4 | 4½ | 5 | 5½ | 6 | 6½ | 7 | 7½ | 8 | 8½ | 9 | 9½ | 10 | 10½ | 11 | 11 ½ | 12 |
|---|------|----|----|----|----|----|----|----|----|----|----|----|----|----|-----|----|------|----|
| A | B. | 6½ | 6¾ | 7 | 7½ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 8 | 8¼ | 8½ | 8½ | 8½ | 8½ | 8½ |
| | W. | 6½ | 6¾ | 6¾ | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| | INS. | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| A | B. | 7 | 7½ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 8 | 8¼ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ |
| | W. | 6¾ | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| | INS. | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| A | B. | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 8 | 8¼ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ |
| | W. | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 8 | 8¼ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ |
| | INS. | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| B | B. | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 8 | 8¼ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ |
| | W. | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 8 | 8¼ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ |
| | INS. | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| C | B. | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 8 | 8¼ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ |
| | W. | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 7¾ | 8 | 8¼ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ |
| | INS. | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| D | B. | 8 | 8¼ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ |
| | W. | 7¾ | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 |
| | INS. | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ |
| E | B. | 8¼ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ |
| | W. | 8¼ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ |
| | INS. | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ |
| F | B. | 8¼ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ |
| | W. | 8¼ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ |
| | INS. | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ | 8½ |

FIGURE ONE

pensible in the high-class stores, where fit is of more consideration than either quality or price.

In the stores selling popular priced shoes it will be found that there is not a range of widths from which the clerk can make his fitting. He has a number of lines all about the same price, perhaps slightly different in style, stock, last and cut. From these he has to make his fittings. He is a thorough salesman who does the best he can with the goods he has at hand. In the popular store he must depend for a great many of his opportunities of giving a "near-fit" upon the variations from the "standard" sizes of the various makes. And as a rule there is quite a range of fittings in these.

The width of the shoe that should be worn with comfort depends more upon the sole of the foot than upon the measurements of the ball of the foot. To the experienced shoeman the old shoe will give the best guide to the proper width to show. By ascertaining the width of the old shoe

We give in Figs. I and II. the standard measurements of men's and women's lasts. These may be cut out and pasted on a card and a reference made to them when occasion arises in measuring customers' feet.

We also reproduce a foot measuring chart that has been successfully used by many shoe stores in Canada and the United States. (Fig. III.) This chart can be utilized in many ways besides finding the proper size of the foot. It can be used as a self-measuring device in a mail order business. It can be employed as a means of securing re-orders on well fitted shoes, and to facilitate the refitting of those who cannot call at the store.

II.—What Allowance Do You Make Over a Foot for Size of Shoe?

When the measuring stick is used, and the exact size of the foot is found, it is customary to allow two sizes more

than what the foot draws. This was always done in making custom goods some years ago. In Fig. IV. is shown a measuring chart that is used by a specialty manufacturer in the United States. This provides only for taking the length measure of the foot and gives the exact size that should be sold, no allowances being necessary. But this does not give the width measure, leaving that to the discretion and wisdom of the shoe salesman. By a reference to the linear measurement at the right of the shoe sizes a comparison of these can be made. The inch measure also shows the size stocking, or hose, that should be sold for each size of shoe. Hose sizes are merely so many inches from heel to toe, being made in half-inch sizes only.

best for the class of shoe; that the line is made in such a number of fittings as will allow of a proper fit for the foot; that the price is reasonable, perhaps lower than some others; that the manufacturers have a reputation that insures perfect workmanship and all round satisfaction, etc.

In Mr. Edgar's book, "How to Advertise a Retail Store," pages 82 to 88, inclusive, are devoted to the "Talking Points of a Shoe," and a thorough analysis of the subject is given, over ninety points being brought out.

IV.—Ideas as to the Best Method of Putting in Stock on the Fixtures or Shelves Where There are a Lot of Different Lines Carried.

WOMEN'S STANDARD MEASUREMENTS

| SIZES | 2 | 2½ | 3 | 3½ | 4 | 4½ | 5 | 5½ | 6 | 6½ | 7 | 7½ | 8 |
|-------|---------|----|----|----|----|----|----|----|----|----|----|----|----|
| A | B. | 6½ | 6½ | 6½ | 6½ | 6½ | 7 | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| | W. | 6½ | 6½ | 6½ | 6½ | 6½ | 7 | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| | INS. H. | 6½ | 6½ | 7 | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 8 | 8½ | 8½ |
| A | B. | 6½ | 6½ | 6½ | 6½ | 7 | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 8 |
| | W. | 6½ | 6½ | 6½ | 6½ | 7 | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| | INS. H. | 7 | 7 | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 8 | 8½ | 8½ | 8½ |
| A | B. | 6½ | 6½ | 6½ | 6½ | 7 | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| | W. | 6½ | 6½ | 6½ | 6½ | 7 | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| | INS. H. | 7 | 7 | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| B | B. | 7 | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 8 | 8½ | 8½ | 8½ | 8½ |
| | W. | 6½ | 7 | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| | INS. H. | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| C | B. | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| | W. | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| | INS. H. | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| D | B. | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| | W. | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| | INS. H. | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| E | B. | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| | W. | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |
| | INS. H. | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ | 7½ |

FIGURE TWO

III.—Give Principal Parts in Describing a Shoe in Selling and the Best Points to Bring Out?

In analyzing any article the salesmen should consider the following points:

1. What the article is.
2. What it is used for.
3. Why it should be used.
4. Who uses, or who can use it.
5. The prices, in comparison with other prices.
6. Where and how the article is made.
7. What it is made of.
8. Its advantages over similar articles.

These points may then be subdivided into many other points. No doubt the correspondent would find it to his advantage to be able to point out that the style of the last is new, sensible and comfortable on the foot, etc., that the leathers are well tanned, are fashionable and suitable for the wear intended; that the linings and trimmings are of the

This was dealt with in the SHOE AND LEATHER JOURNAL of February 16th in a very complete manner.

V.—What Would You Consider a Nice Label as to Shade When Using Your Own Label?

This is a very broad question and can be answered in a broad way only. In the first place the shades, or tints in the label must be selected to go with the stain of the fixtures and furniture. This is of prime importance, as a mistake in this matter will throw out the harmony of the whole store.

Then there is the question of light to be considered. Where the light is good the choice may be larger; where there is poor lighting a tint must be chosen to reflect a great deal of light. White reflects 70 per cent. of light, pale orange nearly 55 per cent., pale green about 46½ per cent., and pale yellow 40 per cent.

If the fixtures are finished in mahogany the tints of the labels may be green, red, pink, yellow, orange or grey, these

WALK-OVER FOOT MEASURING SYSTEM

The numbers and lines on this Chart indicate the length and width of lasts in Walk-Over Shoes for Men and Women. By following instructions we are enabled to fit your feet as correctly as if the shoes were made to your individual measure. This system is part of our high grade service. It will save you time and annoyance in having your shoes fitted. With this record we can promptly and accurately fill Mail Orders.

WALK-OVER BOOT SHOP
"WALK-OVER" SHOES
FOR MEN AND WOMEN
521 St. Catherine Street West ^{6 Doors West of Peel Street} MONTREAL
F. A. GUINIVAN

INSTRUCTIONS

To get your correct size, place this Record Sheet in a box large enough to hold it flat, then place your stocking foot lightly upon it with ball of foot on outside of Record. With pencil closely outline foot. See diagram "A". Supplementary measurements about instep, waist and ball of foot makes a perfect guide to an absolute fit.

NAME _____

ADDRESS _____

LOT _____ SIZE _____ WIDTH _____

LEFT HEEL

RIGHT HEEL

INSTRUCTIONS TO OUR CUSTOMERS—To secure duplicate of shoes purchased, when receiving this chart, give name and address. See that lot, size and width is marked in.

WALK-OVER BOOT SHOP

PHILLIPS PATENT PAPER APPLIED FOR
PHILLIPS FOOT MEASURING SYSTEM
PAT. U. S. AND CANADA

FIGURE THREE

colors harmonizing or contrasting with the reddish finish of the fixtures.

If oak finish the tints may be blue, orange, brown, green or grey.

If greenish grey finish the tints chosen should be either green, grayish red, pale pink, violet, slate or grey.

In fitting up a new store the shoe dealer should consult an architect as to the best colors to use. He can advise him as to the best tints and colors to finish his fixtures and furniture, his walls, and to select for his labels.

It may be stated that white labels will always harmonize with any finish. Also that it is often very hard, sometimes

nothing looks worse than the checker-board appearance of the cartons on a shoe store's shelves.

VI.—What do You Consider the Best Method to Follow in Putting a Description of the Shoe on the Carton—By Number or Not, and How do You arrange Matters Regarding Stock Numbers? That is, When Using Your Own Numbers and Not Those of the Factory?

This is really a question that should be answered by every merchant for himself, or at least that part of it relating to whether the description of the shoe should be written on the carton label or not. It is the writer's personal opinion that the stock can be found much more quickly when this is done in some way. Where the clerk has to memorize stock numbers it will be found that some clerks will run their sales on certain numbers, while others will perhaps sell other lines more freely. If this is enquired into it will be found that this is the result of a memory retaining one number uppermost in the mind. This should not discourage the use of a merchant's own numbers, as there is a good use for these besides indicating the class of shoe in a carton to the clerk. In Fig. V. is shown a label used by a department store.

In one store where only numbers are used they place a card in a convenient place, near the goods in each section, with the descriptions of the shoes of the different numbers, so that the clerks can consult it when necessary.

Where there are many extra salesmen used at busy times it is better to place a brief description along with the stock numbers.

Note the instructions on the label in Fig. V. These are explicit and indicate what this firm thinks necessary to place on the label.

We are unable to answer part of this question owing to its ambiguity. We refer to that part of the question worded as follows: "And how do you arrange matters regarding stock numbers, that is, when using your own numbers and not those of the factory?" If this refers to how they can

On This Tag Mark Only Our Stock No and Size in the Proper Places

| | |
|---|------------------|
| Match Made 667 | <i>Firm Name</i> |
| C. M. & Co.'s Stock No 7012 | |
| Size Plain Eng. thus 4 E 4 1/2 B | |
| Color SNR | |
| Retail H200 | |

Stamp Description of Shoe in this Space

Black Satin EMPRESS

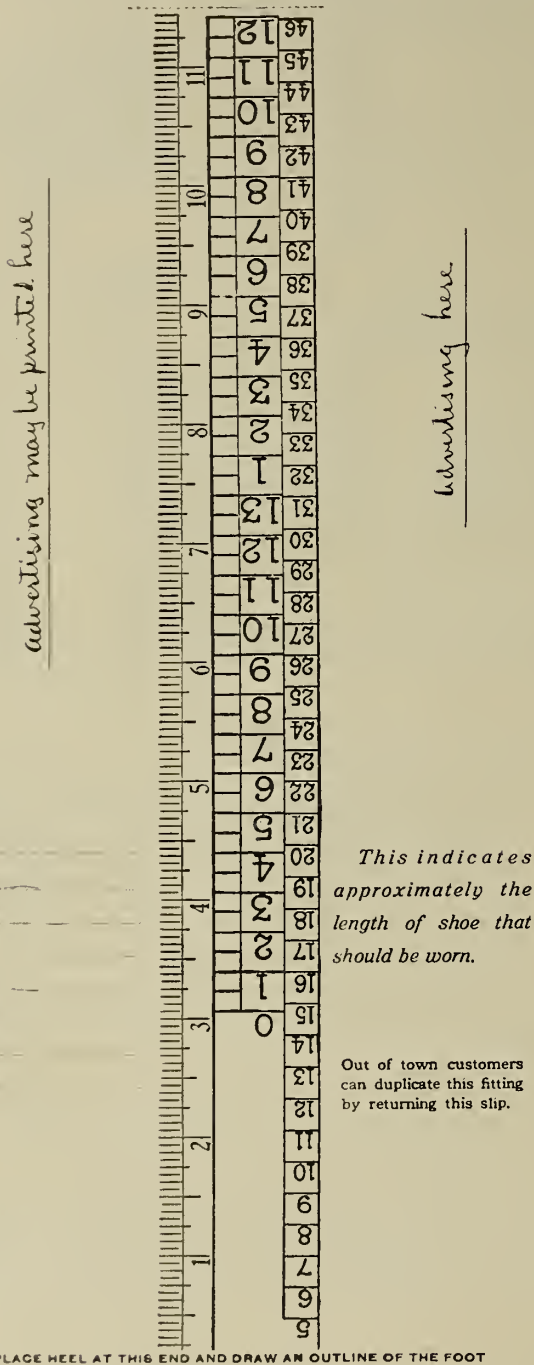
FIGURE FIVE

impossible, to secure tints at different times that are exactly alike. If a tint is selected for a label it will be well to have several years' supply printed at one time so as to insure having the same tint during the time that tint is in use. Buying at different dates is sure to result in off shades, and

be used on the label. Fig. V. explains this. The tag pasted on the label, and shown to the right of Fig. V., shows on the second line where the store's own number is placed. Note that there is a place for "match number," "store's own number," "size and width" (in plain figures, which is not always desirable), "cost" and "retail" prices. The descrip-

Getting On Well in the West

An Ontario boy who is making good in the West is H. Oscar Wettlaufer, who is manager of the children's and girls' department in the shoe store of H. D. Rae, 106 Cordova street west, Vancouver, with which house he has been four years. He was born and brought up in the town of Walkerton, Ont., and first learned the printing trade in the office of the Bruce Herald. After working at the art preservative for a number of years his eyesight became weak and he found that he must engage in another occupation. Mr. Wettlaufer went West and, after spending some time



PLACE HEEL AT THIS END AND DRAW AN OUTLINE OF THE FOOT

FIGURE FOUR

tion of the shoe is briefly shown stamped on the label at the right hand side, and below the place for the firm name.

* * *

(The SHOE AND LEATHER JOURNAL is always glad to answer questions for retailers, no matter what they might be.—Editor.)

DO YOU GET THIS?

We once knew a man who agreed with his boss in every thing he said or did. The boss asked this man one day, if he did not think it would be a good thing to fire him. He agreed.



on a farm, secured a position in the shoe department of Whyte & Co., Moosomin, Sask. Later he went to the Coast to enter the service of Mr. Rae. In the East he took a lively interest in all kinds of sports, particularly hockey, lacrosse and skating and earned more than a local reputation as a speed skater. He was also a member of the 32nd Battalion Band at Walkerton. He is a brother of H. E. Wettlaufer, sales manager of Charles A. Ahrens, Limited, Berlin, who is the retiring president of the Ontario Hockey Association.

Just One Little Pointer

The law of averages applies to the art of card-writing as it does to any profession. Some men will make it a success with little work, while others will find it necessary to work harder. One of the prime essentials of the publicity man is a knowledge of proper English. Any man who uses "ain't" is not an advertiser and should be ostracized from the profession.

Don't be afraid to tell the truth. It is part of your honor.

* * *

Don't be afraid to risk. The great successes are born of chance.

* * *

Don't be afraid of imitators. Originality always bears a trade-mark.

How do you Defend your One Price Policy?

Tom Sheppard who has been a frequent visitor at your store in the past comes in and asks to see a strong, serviceable shoe for general work on the farm. You show him several staples in pegged, loose nailed and Standard Screw, various prices. Finally he selects one which sells regularly the year round at three dollars.

On being told the price he hesitates and offers you two dollars and seventy-five cents, saying that no other shoe suits and fits him as well as this one which was a Standard screw, tan grain blucher, whole quarter, double sole, with plain toe and brass eyelets.

Now, in the past you have rather prided yourself that your store is strictly one price with no favors shown. You put a fair profit on your shoes, but always get the marked price—which is in plain figures.

Still Mr. Sheppard has been a good customer and will likely remain so if handled properly.

Would you depart from your regular practice and cut the price, and if so, how are you justified in so doing.

If you would not "throw off the quarter," what would you say to Mr. Sheppard to thoroughly convince him that you were right in your attitude and thus hold him as a customer of your store.

For the best answers the SHOE AND LEATHER JOURNAL will award cash prizes of \$3, \$2, and \$1. Competition closes March 20. Send in your answers as soon as possible. The results will be announced in the April 1st. issue.

Address "Competition Editor"
SHOE & LEATHER JOURNAL
1229-31 Queen St. West, Toronto

Get Down to the Definite Facts in Selling Shoes

Every Clerk in Your Store Is a Link in the Chain That Holds Your Business—Do Not Try to Stampede Patrons Into a Decision—Lack of Method and Supervision in Many Establishments

Some expenses are economical expenses. A concrete fact may also be reinforced. Everyone has his troubles, so keep yours to yourself. Arguments that may land one customer won't always go with another.

It is not always the ability that counts so much as the sticktoitiveness. Many men are deterred from doing their best through the belief that another can do it better. The stronger personal hold you can get upon the customer of the store, the more money you will be worth to your employer. Every clerk in a store is a link in the chain that holds that store's business. A chain is no stronger than its weakest link. You know how you feel when you go into a store and no one pays any attention to you. You think a long time before you go there again. If you discover that customers don't like to have you wait on them, make up your mind that the days of your stay in that place are numbered.

Don't talk generalities about the shoes you are describing to a customer. Get right down to the definite facts and specify and make plain every small point. "It's easy enough to be cheerful when life flows along like a song," and after all it's not hard to be cheerful habitually if you take pains to get into the way of it. Get the habit.

Study some branch of store work on the side. Learn to make sign cards, to write advertising, to display goods, to handle correspondence. It's a busy man who hasn't time to learn something.

Finishing the Shoe Sale

There is a courtesy in finishing a sale to make the customer remember that the store desires his further patronage. The shoes being satisfactory you replace them in the carton and wait for the customer's money—not rushing this operation, for it sometimes is hard for the customer to part with what he has so dearly earned. Make out your cash slip and present the box, money and slip to the cashier, if all the clerical duties are done by that person, or call off the number, length, width and price, also the extra incidentals, such as shoe paste, polish, lasts or silk laces. Be positive that the shoes are not mis-mates. Then tie up the bundle—sometimes men desire a small parcel, and if so discard the box. It pays sometimes to insert a shoe-horn, extra laces and store catalogue, if you have one. Be sure to count the change before and after the cashier verifies your sales.

In the closing of the transaction do not do it hastily. Give the customer the parting that you would give a guest, and especially a guest that has transacted his business with you. Hand him his bundle if he is to carry it himself, or take his address if he is to have it sent. Preferably the sending method should be used, because it gives you an addition to your mailing list and the expense is slight if the customer lives within walking distance. The same measure of kindness and courtesy with which you began your transaction should be used in its close. See the customer to the door, if possible, and bid him good-day with a "Call again, sir," at any rate make the final businesslike and in such a manner that the customer will be pleased with the attention that you give him. It's the best salesman who can take a personal interest in the customer from start to finish.

Give Customer Time to Consider

It doesn't do to hurry a customer. There are many people who tax the patience of clerks by their slow, hesitating ways, but the salesman who makes the best record has

got to learn to put up with all kinds of people. It is especially provoking when other customers are being kept waiting, but a pleasant "I'll be with you in a minute" will generally hold them and perhaps act as a stimulus to the backward buyer. Few people, however, like to be hurried, especially women. The decision they are being called in to make may mean more to them than you know. The utmost patience, therefore, must be exercised. Sometimes it is possible to explain the points of some shoes being looked at, and then while the customer is thinking it over take another in hand for a few minutes. A good clerk needs to be quick of action as well as a strong and convincing talker.

Capacity, Not Genius, Needed

Most of our salesmen are remarkable for their ability to hustle, and what is rather more to the point for their willingness to exercise such ability. We have occasion to congratulate a good many of them on the result they are getting—on the increase, week after week, in their orders.

It was said of one man by an admiring competitor that he must be a wizard to get the amount of business he had secured under certain adverse conditions that he had to meet. But he is not a bit of a wizard. He hasn't any supernatural powers, merely the strength of mind to "keep hard at it" all the time, to put in an honest day's work every day in the week. He is not a conjurer, but merely a persevering, persistent worker, with grit and determination. Anyone else on the force could do as well if he applied himself to the task with the same resolute purpose.

Too many men accept defeat because they think they lack some special qualification, some mark of genius which really is not needed at all. It is not genius which they are in need of, but the bourgeois, commonplace, everyday capacity to buckle down to work. This capacity could be cultivated if they put their minds to the task, and they would find it immensely more worth while than the "spark of genius" which they credit to other men, complaining because they themselves were not endowed with it.

Have Well Planned System

One of the chief stumbling blocks to successful salesmanship is lack of method. In all departments of business the value of method is universally acknowledged. The manager, the clerk, the bookkeeper—all must work on systematic, methodical lines or their labor is a dead failure. The salesmen must have method if they want to get, not only fair results, but the results that could be expected from their efforts. Regular hours for working, well-thought out and well-planned lines of talk on the merits of the goods and a system for keeping in touch with every customer and a finger on the pulse of his trade are necessary.

The Hardie, Redmond Co., Limited, of Toronto, has been granted a charter. The capital stock is \$40,000 and the incorporators are David G. Hardie, Jas. M. Redmond, C. F. Vanhorn, Harold Rowlatt and F. A. A. Campbell, all of Toronto. The company is empowered to buy, sell and deal in all kinds of rubbers and shoes as manufacturers and jobbers, to manufacture, purchase and deal in leather, and to make and deal in shoe counters, cartons, wood cases, shoe dressings and other parts and findings connected with the manufacture of footwear.

Do You Give Your Clerks Chance To Do Something

How Cooperation Will Increase Your Trade and Enable You to Get a Firmer Grasp of the Larger and Important Affairs of Your Shoe Business—Dividing Up the Store Into Departments

There is so much emphasis placed upon the mastery of details in present day merchandizing that the average retailer tries to carry on his own shoulders the whole burden of his business unaided and frequently finds in the end that he cannot stand the strain. The shoeman who tries to be here, there and everywhere, who tries to carry around with him all the store and salesmanship problems that crop up, customers' complaints and other data, all at once and the same time, will soon find that he is on the swift road to shattered health and ultimately, financial ruin.

The head of a large departmental store, cannot expect to make a success of his business, entirely unaided. What does he do? He goes out and secures efficient help. He surrounds himself with men of ambition, men who have ideas of their own. These assistants, he places in charge of the different departments, giving each of them a measure of responsibility. In this way, and by this means alone, is he assured of the profitable operation of his business, and by this plan only, is he able to operate his establishment on such a gigantic basis as many of the large departmental stores of today are being conducted.

And why are such men doing this large business? Simply because they are not harassed with small details that could just as well be settled by a junior. These men unload many of their minor problems on the shoulders of a department head. By so doing, they are enabled to devote their time towards building up the firm's patronage, and putting its affairs on a still more sound footing.

Your position certainly is not that of the head of a very large departmental establishment which makes as much

profit in a day as your own store does in a year, but relatively you are placed in the same position as the directing head of the larger business.

"Too Busy For Anything"

How common is the cry heard in a shoe store, "Oh, I am too busy today, drop in some other time and I will look at your goods." Very often, when this is said, a traveler with a line that would suit your trade far more than the styles you are at present carrying, is being turned away. As a result, the progress of the store is retarded by your being too busy, probably with some more or less important detail of your business.

The above incident is used merely as an example, to bring out a point which leads to a solution of the "too busy" state in which many shoemen are placed. This solution is cooperation between employer and employee. For the ultimate success of your business, you must have cooperation between yourself and the store's help. How are you to secure that cooperation on the part of every member of the staff? Many a man is up against this problem today, and is not handling it successfully simply because he takes all the initiative himself, and neither looks for nor rewards enterprise or suggestions on the part of the staff. As a result, the clerks lose interest, and the employer himself finds his burdens increasing all the while.

Have Understanding With Clerks

"Never do yourself, what someone else can do equally well." This is the motto of many successful men, and in



EFFECTIVE USE OF POSTER SHOWING SHOE PARTS

The poster in this window shows the different parts necessary to make the complete shoe. The show card calls attention to the selected materials. Most manufacturers will gladly furnish this sort of exhibit. Treatment of leather, qualities and weights required for the different parts of the

shoe, with photographs of the factory, would add to the display and serve to increase the public confidence in both the store and the product.—Illustration from "There's Money in Your Show Window," issued by National Cash Register Co., of Dayton, Ohio.

fact, is invariably the rule. The principle is sound and is applicable to the shoe retailer, no matter whether his business be large or small.

Now, if these remarks apply to your business, you owe it to your own best interests to have a thorough understanding with your clerks in order to secure better co-operation. If, in the past you have treated the efforts of your clerks with indifference, and so, caused them to lose concern, do something now, to revive that interest.

Pick out a clerk who shows initiative, ability and loyalty. Place this clerk in charge of a certain department or section of the store. Make him absolutely responsible for results in that section. Give him your confidence as far as you think it advisable, and, at any rate, prove to him that you believe he is equal to the responsibility placed upon him. If he is of the right type, he will rise to the occasion in a manner that will astonish you. Of course, you should be reasonably certain, when making such a move, that you are working with sound material, with a clerk who has some "get-up" in him. Encourage him to come to you with his more important problems, but also teach him to rely on his own knowledge. Above all things, don't make him feel that you are making a test, that you have your eyes on him from one end of the day to the other, with expectations every minute of his making a blunder. Why? If he feels that this state of affairs exists, he will be very much handicapped and is sure to take the view, that you are merely giving him an opportunity of showing what he can't do, rather than a chance to show what he can accomplish.

Dividing Up the Work

Divide the store into the number of departments you consider advisable, and put certain clerks in charge of each. There need not necessarily be a separate clerk for five or six different departments, but, if you have two clerks, give them each three different branches to look after. Even if you only have one permanent or steady assistant, divide up the work with him. Treat him more as you would a partner, and see the difference in the quality of service you will secure. As a result of splitting up the work, you will have another or others brains cooperating with your own in pushing your business. You may find it a wise move to offer a percentage or bonus on all sales above a certain figure. This will serve to increase interest as the progress of a certain department intimately concerns a clerk. He knows that it is his own special department, and that he is accountable for the success of it. He is also aware that every extra dollar taken in means added money in his own pocket. Moreover, aside from this, he has in a sense, the same personal interest in the business as the proprietor.

If you care to carry the bonus idea still further and create an added interest you can give a certain "purse" yearly to the department showing the largest net increase during the twelve months.

Value of Your Time

Having thus rid yourself of the old-fashioned idea that "if you want a thing done well, do it yourself," you will now be free to exercise a much broader oversight of the business, than you were able to do under the old order of things. Keeping in touch with your managers or "department heads" will naturally take a lot of your time, but you are not harassed as you formerly were with little unimportant items on which you wasted so much time. You are now able to consider the installation of a modern system of checking stock, and keeping track of it. This you were unable to do in the days before you learnt to credit your clerks with a fair amount of brains. Perhaps you have been thinking for a long time of enlarging your establishment. You are now able to take immediate steps towards doing so. This too, you formerly "did not have time to consider. You will also be able to note any trouble or weaknesses instantly, and if

your windows are not being properly dressed, you will not be so busy ferreting out some delivery trouble, that you will have no time to devote to a discussion with your window trimmer of ways and means of improvement. If sales in a certain department show a falling off, you will now be free to pay special attention to this branch. You will also be enabled to try out and perfect sales plans, leaving the details to your head clerk.

Buying is one of the most important branches of the business. The cause of many failures is poor buying. With more spare time, you are enabled to look after this branch as it should be attended to. You are not now forced to buy from the first traveler who happens along.

You will also be able to devote much more time to advertising your business, which is the best way to increase it. There are many shoemen who, if they left customers to good salesmen, and devoted more time in their private office, thinking out plans of advertising and better methods of using their publicity appropriation, would be operating much larger establishments than they are at present.

To sum up the whole thing in a nutshell, you are now going ahead and increasing your business, where you formerly were stationary. It is an old saying that it is impossible to remain stationary, that we must either go forward or backward. Don't you consider the new order of things much better than the ancient, fussy way of conducting a shoe store? Why, is it not worth while alone, for the load you have had lifted off your shoulders, the lessening of the strain on your nerves?

Finally, you are in business to serve your customers, and they are looking for the store which gives the best service in town. Cooperation between clerk and employer, means that you are able to give this class of service, and when you do this, you can consider yourself on the high road to success.

Why He Got No Returns

Smith wrote an ad.—'tis years ago—
And yet it's still in print;
Its "pulling power" has faded so,
The ink has lost its tint.

But still poor Smith awaits results
From that now ancient ad.,
And still he'll wait until his pulse
Doth cease; 'tis very sad.

His business suffered, as it's wont,
When laxity's employed,
Together with old-fashioned "don't"
And reason all devoid.

If he had changed his ad. perforce
With others to compete,
His business now'd be on that course
Where all progressives meet.

—C. R.

Some Good Philosophy

Start the day with a smile.
Don't let little things worry you.
Nor big things either.
Hard work brings results.
Teamwork pays.
Don't be a bear except to hug every prospect for a sale.
The whale for work gets the lion's share of business.
Don't be a grump.
Insist that every customer be fully satisfied.
In case of doubt, put on your thinking cap.



AN OLD ESTABLISHED ST. CATHARINES SHOE HOUSE

Historic Shoe House to Make Extensive Improvements



One of the oldest and most widely known shoe firms in Western Ontario is that of Dillon & Moore, St. Catharines, who have been in business in that town about thirty-five years. The store has a handsome front and one particularly noticeable feature is the large boot suspended from the doorway. The show windows are decidedly attractive and the firm make liberal use of

them with the result that the best effects are obtained.

"We are strongly of the opinion that the season of 1914 will be an exceptionally good one for St. Catharines, inasmuch as prospects are bright owing to the increased population that is coming in with the contractors of the new \$55,000,000 Welland ship canal. St. Catharines is quite well equipped in the matter of shoe stores, there being thirteen doing business here now," declared Mr. Dillon, who has been sole proprietor of the business since the death of his partner, Mr. Moore, several years ago. The firm have been severely cramped for room for some time past and in a few weeks contemplate making extensive changes. The premises will be deepened by about forty-five feet, which will give them a floor space of 105 feet in length by 25 in width. When these alterations are executed Dillon & Moore will have one of the finest shoe stores in Ontario, a fitting climax

to the long and successful record of a house that has dealt exclusively in footgear in the Niagara district for thirty-five years. One feature of the firm is that they carry a certain amount of novelty footwear and out-of-the-ordinary effects. This is done in order to keep the trade in St. Catharines, as, if a certain class of young people was not able to obtain the very latest in their own city, they would be tempted to take the trolley and go over to Niagara Falls or Buffalo.

Leading Canadian and American lines are stocked, among them being J. & T. Bell, Smardon, Vassar, Art, Dorothy Dodd, Burts, Leachs, Ultras, Harney and Helming-McKenzie for women, while the men's comprise, Hartt, Astorias, Regal, Nettleton and Barry.

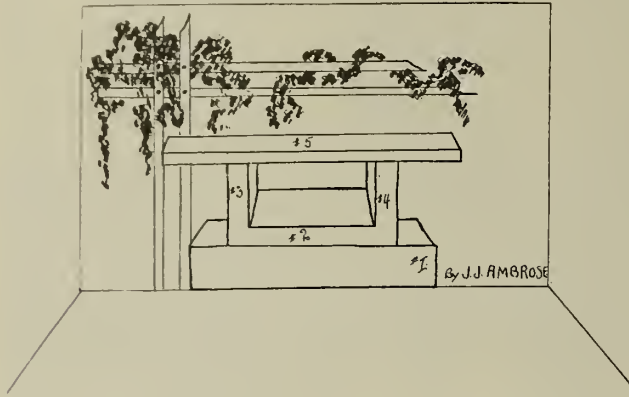
Dillon & Moore have long been enthusiastic advertisers and use every means in their power to make more widely known the resources of their establishment and the quality of their goods. Special attention is also devoted to findings, fancy slippers, pumps, children's goods and other lines, while a first-class traveling goods department is conducted. In repairs all work is sent out. A careful watch is kept of the stock at all times and slow selling lines are gotten rid of by the bargain table route and by special sales. James Dillon, who is a live shoeman, is pleasant, earnest and energetic and has been in the trade all his life, his father having at one time conducted a shoe store in the Garden City. Mr. Dillon has had experience in Toronto, Hamilton and London.

Spring Opening Window Will Attract the Trade

Some Valuable Advice and Instructions By a Window-Dressing Expert—Result of Overcrowding and Under-Stocking a Display—A Background That You Can Make Yourself Without Expense

By J. J. AMBROSE, Montreal

There are times and conditions which preclude necessity for a high degree of beauty in displays. Sale times, for example, when we make an appeal with reduced prices,



beauty in a lesser degree than "in season" will answer. In fact, absence of the usual degree will often serve to attract those who form the habit, consciously or otherwise, of looking for it in a certain place. If passers-by see less beauty than usual they will wonder at the change, and their curiosity to learn the cause of it will lead them to investigate. And, if upon investigation they find goods priced at less than they appear to be worth, little else is necessary to hold their interest. The same end, then, will be accomplished but with different means than formerly. At such times more than at any other, I think, we should concern ourselves with "how much is enough."

But even then, this alone should not receive as much attention as "how much can we show and show right"—in a way that will make every shoe appear worth what we claim it formerly sold at. We must keep in mind the fact, that no matter how low the price, footwear will not make a very strong appeal if it is so shown that it does not look fit to wear.

We must not throw a lot of shoes into the window because we've cut the price, nor can we stack a lot of merchandise in a window and expect anyone to see half of it. The aim should be to show as much as possible, without making desirable merchandise look like so much stock being offered at reduced prices because it is worth no more than is asked for it. If you make the garments look like peaches rather than lemons in sale periods, you will find out how much is enough for "sale time" just as you will find out how much is enough when your aim is to make a beautiful display at other times.

As for there being any reason for one store using more or less merchandise than another in displays, I can only say I have yet to find it, or anyone who has found a good reason. I do not believe that because a store is located in a so-called aristocratic shopping district, the windows should be so sparsely trimmed as to make it appear that the store is short of goods. Neither do I think that because the store caters to "the masses" it is wise to so fill a display space as to have no room for some degree of beauty. Nor can I figure out why the man with the dinner pail should be expected to distinguish forms and colors, in a confusing jumble of both, more readily than the man with the bull dog and cane.

At this season, whether you cater to the "classes," or "masses," you will find a "spring opening" window of the

proper kind a paying investment. Here I am giving a plan for a handsome background that will cost you next to nothing, and one that appeals to any class of custom.

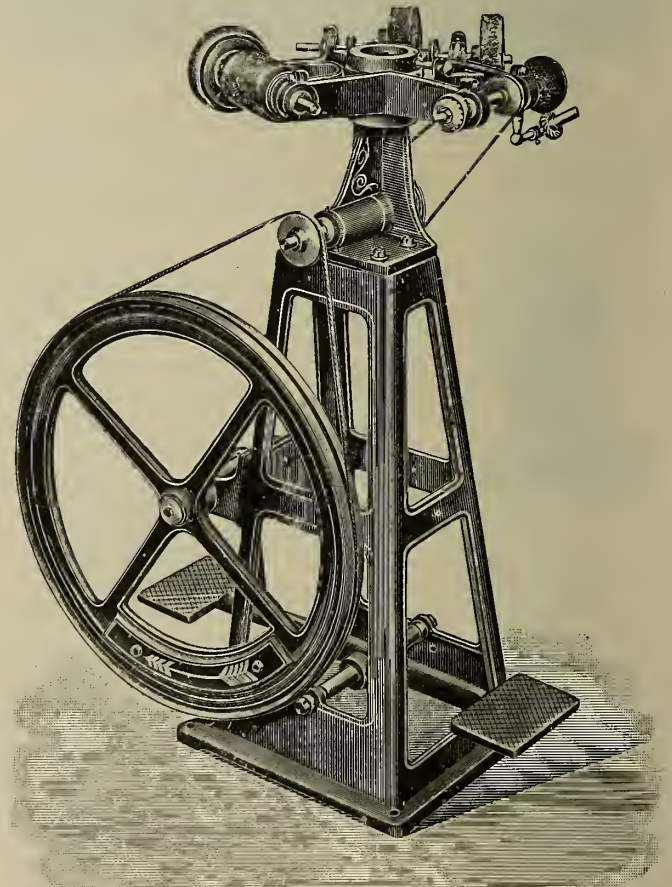
To make up pad table, use two pieces of board measuring 7-8 in. thick, 6 in. wide and 4 ft. long, this to be used for front of top. For side use same thickness and width, 2½ ft. length. The top then has to measure 2¾ x 4 ft. long.

Now, for the bottom, measure same thickness, with 6 ft. length for front and 3½ ft. long for sides by 6 in. wide. Same thickness should also be used for inside pieces. Use four parts measuring 1 ft. wide x 2½ ft. long and four parts measuring 6 in. wide x 2½ ft. long, four measuring 6¼ in. wide x 1 7-8 ft. long.

For the background first get your uprights, which measure, one as 5 ft. x 4 in. wide; one as 5½ ft. x 4 in. wide; one as 6 ft. x 4 in. wide; one as 6½ ft. x 4 in. wide; and place together as cut shows, then paint same in a white coat and use natural asparagus or smilax green. Follow these instructions and you will complete a background that will make a fine setting for a spring opening display.

New Handy Finishing Machine

One of the handiest devices in the line of a finishing machine equipped with the necessary wheels and brushes is seen in the accompanying illustration. This device is

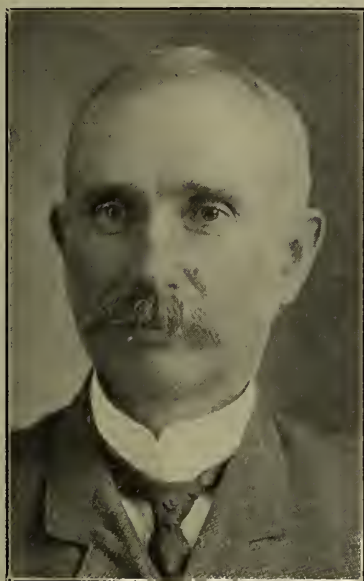


suitable for the small shop, requiring very little space and the brushes and wheels can be changed according to requirements. It is contended that the "Trio" treadle finish-

ing machine possesses several advantages, among them being the limited space required, three short axles instead of a single long one, the wheels and brushes being within an imaginary circle enabling the operator to remain in one place instead of moving around, and the fact that a small treadle only is required, which, acting directly on the fly wheel, calls for much less exertion on the part of the operator. The axles are ballbearing, ensuring light and easy running and the treadle is balanced by a counter which permits a boy keeping the machine going, if necessary, without getting in the way of the operator. The machine is handled by Charles Parsons & Son, 79 Front street east, Toronto.

A Citizen of Public Spirit

A man of public spirit is W. J. Gibson, manufacturer of harness and other leather goods such as gloves, mittens, etc. He has served in the town council, as a member of the board of education and at the last municipal election was honored by the ratepayers in being chosen as mayor of



Gananoque, winning by 441 majority. Mr. Gibson is a man of genial, courteous manner and is well informed on all questions of the day. He is of Scotch descent, his grandfather being the later Dr. William Gibson, of Glasgow, Scotland. Mr. Gibson's father was born in the land o' cakes and educated there for the profession of the law. He came to Canada in 1833 and entered into partnership with his brother, the late Dr. J. B. Gibson, of Cowansville, Que., and did a large real estate business in Shefford county, where the subject of this sketch was born in 1857.

The first venture of W. J. Gibson on his own account was in the tanning business at Adamsville, Brome county, where, in addition to making leather, he manufactured belt laces, shoelaces, etc. Later he added a general store, which he managed successfully. In 1887, when selling his goods on the road, Mr. Gibson came to Gananoque and so well pleased was he with the location of the town and its advantages that he decided to remain there and accordingly began to manufacture belt leather, laces, etc. Afterwards he purchased a stock of general goods from A. Mutchmore and conducted the west end store for four years, at the same time continuing his tannery. Later he sold off his stock and closed the store. He bought the old tannery property on Tanner street, Gananoque, which he rebuilt and enlarged. In company with W. R. Acton, he added to his busi-

ness the manufacture of harness. The partnership continued for one year when they separated and each partner has since conducted a separate business. Mr. Gibson employs about sixty hands, sells to the wholesale trade only, and his business has been expanding from year to year. In his new position as mayor of the pretty town on the banks of the St. Lawrence he will doubtless make a record for he is a man of fine business ability and genuine moral worth.

Turnover Is What Tells

In order to make money in the shoe business, it is necessary for the retailer to turn his stocks over often. If he is doing a business of \$50,000 a year, he should not have in the house more than \$15,000 worth of goods at any one time—in other words, he should turn his stocks at least three times a year. Obviously, the man who succeeds in doing this has a much better chance to come out ahead than the dealer who has large and unwieldy stocks, and who considers himself fortunate if he can move them out twice a year.

Other things being equal, a man with \$5,000 capital, doing a business of \$15,000 a year, will make more money than his competitor with twice the money invested, doing \$20,000 a year, for the larger store, with its heavy overhead expenses, interest charges, etc., will find in the end a dangerously narrow margin.

It follows that to carry larger stocks than are necessary is to make a mistake. Of course it is impossible to carry stocks of ideal size; that is, just enough to answer the demands of the public along every direction, and no more. It is beyond human powers to anticipate the demand exactly, and therefore stocks are of necessity out of line with the trade at certain points. The question then presents itself as to how to have the goods that the public wants without loading up on a lot of stuff that it doesn't want.

Black Heels on Colored Shoes

Black heels on russets look well, and as the heel is the most important part of the shoes, it is well to have a distinct heel finish, so the heel will come out prominently. The black heel is quickly noticed on such shoes, and although men's shoes only have been made that way, the idea seems as good when applied to women's shoes. The black heel is easier to finish, and should be seen quite extensively, even when seen in combination with a white upper the effect is good.

He Takes Up a New Line



Frank Power, who has recently been appointed salesman for the Rena Footwear Co., Montreal, taking the place of the late John Stephens, who covered the province of Ontario, is widely known to the trade both as a traveler and as a shoe retailer. Mr. Power conducts a successful retail store in the Canadian metropolis, and at certain seasons takes a trip on the road. For a number of years he represented the Rideau Shoe Co., of Montreal. Mr. Power has been engaged in every branch of the trade except actual manufacturing and the wholesale end. He has many friends who will wish him every success in his new connection.

The Way to Lay Out an Attractive Spring Shoe Ad.

The Purpose of and How to Make a Layout—Calculating the Amount of Matter Necessary to Fill Given Space—A Useful Table for Finding the Number of Words Necessary

By R. K. BROWNE

Ability to make a good layout of an ad means much to you as an advertiser. You may have a thorough understanding of display principles as discussed in the last issue of the *SHOE AND LEATHER JOURNAL*, but unless you can give practical expression to these ideas when laying out your advertising, the latter will lose selling force. Practice will enable you to become fairly proficient at this work.

These are two in number, it gives a rough picture of the ad as it will appear when set up in print. You can thus decide whether the arrangement violates any of the rules of proper display, and if so, make the necessary change before the ad is set up, which saves time, money and trouble. Again, the layout gives the printer a good idea of the effect you desire to produce. This saves guess work on his part and disappointment to you. Only an experienced ad writer knows how much dissatisfaction often occurs if definite instructions are not given to the printer. The average compositor has many advertisers to serve, and has neither time nor inclination to give much thought to the arrangement of advertising copy; again, only a small proportion of printers have correct ideas as to what constitutes effective display. If you are dealing with one who has proven his ability in this particular, arbitrary directions are not necessary. When you explain to him the effect you wish to produce, he can be trusted to approximate it closely. You can often save yourself much time and effort by sending along with your copy any clipped ad that is arranged in the style you like. Mark the clipping "Follow this style," and the printer will match it as nearly as he can.

How To Make the Layout

It is not usually necessary in practical work to letter in the display lines as carefully as in the layout reproduced here. As long as you get the general effect and the proper arrangement of the component parts of the copy, that will suffice. Occasionally a careful layout will be of advantage to you. Individual judgment must decide such questions.

In any layout, no matter how hurriedly prepared, you should indicate the size of the ad. In the case of this layout a memorandum, "6 inches, double column," would be placed alongside the layout. If you have not contracted for a fixed space each insertion, you may possibly save time and effort by allowing the printer a little liberty as to the depth of the ad. Give directions such as, "set in 6 or 8 inches, double column," or "set in depth necessary." You will then not have to make so accurate calculations as to the amount of copy needed.

However, it is open to question whether this is the best method to adopt. The average ad writer usually determines the amount of space he desires to use before hand. When this is done only a certain amount of matter can be written, and the effort expended in keeping it within that limit invariably results in the discarding of irrelevant words or phrases and in stronger, more pulling copy. The boiling down process is as useful in ad-writing as in the maple sugar camp. Only the best remains, and space is used more economically.

Always Use a Border

To use a border is an almost invariable rule. In department store ads the space used is so large that the border can often be dispensed with, but it will weaken your adver-

tising to do so. If you use a plain rule border, draw it round the layout as far as desirable—the whole way, if necessary. In a layout the size of the one here, this is a short operation with a ruler and pencil. One with heavy lead can be used for filling in the border. If the ad occupies a large amount of space, fill in enough of the border to enable you to judge whether it is suitable for the size of the ad, and for the effect you wish to produce. By so doing, you may find that you had intended to use a twelve point border, whereas a six point one is quite sufficient. Always remember that the border should not distract attention from the copy, but rather should be just strong enough to bring the latter to the border should not distract attention from the copy, but not attempt to fill it in all round, as this is time wasted. An inch or two of one or more corners will give a fairly accurate idea.

Dealing With Display Lines

Next, show the depth of the space to be occupied by the display lines. In the accompanying layout thirty-six and forty-eight point type is used, the first pair of dotted lines



being thirty-six points apart, the second pair forty-eight. Leave a little space between display lines, and between display lines and body type. Owing to the fact that the face of the type is not so long as the body, the display letters themselves are not quite as high as the directions call for. This should be remembered when planning display lines, and due allowance made. You should also decide on the width of the longest display line. In this connection, it is always advisable to have a type-book handy. In many of the larger newspaper offices, these are supplied free to advertisers. The smaller offices seldom do this, but your printer can procure one for you from one of the various type foundries, which will enable you to calculate the number of letters of any size or style of type that can be set up in a display line of given length. He should be glad to do this,

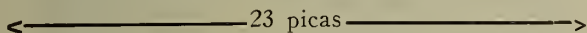
as it will save guesswork on the part of his staff, if your layout is accurate in these details.

Is Style of Type Suitable?

Letter in all display lines, lightly at first, and then more heavily if you think the effect is satisfactory. This may be done roughly, but get the letters as near the exact height as possible, and about the "strength" of type you desire to use. Trying to approximate the style of type more closely than this will only be loss of time, as it is a slow process; moreover, it is seldom necessary in ordinary practical work. Just here, however, a word of caution is advisable. Be sure that the printer has on hand any particular style of type you may wish to use, and, if so, that it is suitable, considering the nature of your copy. As before stated, if the printer shows judgment in typographical matters, it will often be well to let him select the style of type most suitable, even though you yourself determine the length and depth of the display lines. "Use the nearest face you have," or something of that nature on the layout will allow him a little exercise of judgment, and he will produce the best effect he can with his resources.

Space of Body Type

Show the space to be occupied by the body type. In the case of small ads, the best plan is to run light pencil lines across the space required—as in the accompanying layout. It is impractical to try to draw as many lines as there will be lines of type when set up, but you can line the space roughly so that it will give a good idea of whether the display effect of the body-type is proportionate to that of the ad as a whole. Make these lines the exact width of the space, which should be an even number of picas wide, as few printers have leads in half-pica lengths. In large ads, it is better to run a light dotted line around the space. If a plain line be used, it may be taken for a light rule and set up that way. A double arrow, as shown here.



may be inserted to make the width of the space unmistakable. It will be noted that in the layout reproduced here, the size of the body type to be used is specified. This should be done in every case, in order to calculate copy necessary, and because, while a line of display type can easily be changed, if desirable, changing the size of the body type means that practically the whole ad must be reset. This is an expensive and wearisome business, and should be avoided whenever possible. You should also state whether the copy is to be set leaded or solid, i.e., with a little space between the lines of type, or as closely as possible—as this will also affect the amount of copy to be written.

A Handy Reference Table

Next, calculate the amount of body matter that will be required to fill the space allotted for that purpose. Perhaps the method which you will find most serviceable is to find the area of the space in square inches. The following table can then be used to find the approximate number of words required to fill the given space. Nothing less than six point type is mentioned, as smaller sizes are very seldom used by the retailer:

Words to square inch
(approximate)

| | |
|-------------------------------------|----|
| 6 point, set solid | 47 |
| 6 point, set leaded, 2 point | 34 |
| 8 point, set solid | 32 |
| 8 point, set leaded, 2 point | 23 |
| 10 point, set solid | 21 |
| 10 point, set leaded, 2 point | 16 |
| 12 point, set solid | 14 |

| | |
|-------------------------------------|----|
| 12 point, set leaded, 2 point | 11 |
| 14 point, set solid | 11 |
| 14 point, set leaded, 2 point | 7 |
| 18 point, set solid | 7 |
| 18 point, set leaded, 2 point | 5 |

Calculations can be made in picas if you wish to avoid fractions. A pica is one-sixth of an inch, and is the accepted unit of measurement with the printer. Multiply the depth by the width in the same way, then divide the result by the number of picas in a square inch, viz., 6. This will give the number of square inches.

In ads where the body space is very irregular in shape, it can be divided into a number of squares or rectangles and the above method used in each case. In triangular space, multiply the width by the depth as if it were square, and divide the result by two. Circles are sometimes used by advertisers for novelty in display. To calculate the amount of copy required to fill a circular area, multiply the diameter of the space by itself and divide by 7854. In doing this of course make the allowance for the necessary margin and any display lines used. To be on the safe side it is always well to provide a little extra copy, with instructions as to where it should be inserted, if the copy furnished is not enough to fill the allotted space; also to advise the printer where to omit matter if the space is overrun.

Paste in Illustration Proofs

When an illustration is used, paste in a proof of the cut on the exact space it is to occupy. In case the proof is not to hand, do as in the layout shown—draw a rough outline, and mark "cut" in the space. If several cuts are to be used, be sure that the proof of each goes in the right place on the ad, or if you have no proofs, number each space and place numbers on the back of the cuts to correspond.

Never try to write the copy in the space left for it on the layout. It is often done, but it is not a good plan. The writing is usually so small that the compositor cannot be blamed if he makes mistakes. You are only inviting trouble by this method. If the ad is small, you can often write the copy underneath the layout. In large ads divided into sections use separate sheets. Number the sections on the layout, then give the copy sheet corresponding numbers. This obviates mistakes. Also remember that in writing the copy, the display lines must be inserted on the copy sheets as well as the body matter. The layout is simply a guide for the printer as to the style in which you wish the ad set up, but it is never to be considered as copy. This applies to subheads and prices as well as head line, name and address.

What the Strike Cost

Speaking of the loss entailed by the recent strike in Quebec, a local paper says: "The loss in wages and auxiliary issues during the seven weeks the factories were closed entailed a sacrifice of nearly \$800,000. The loss in wages alone is conservatively computed at \$350,000, not including the closing up of box factories connected with the industry, and the curtailment of the output in the tanneries that forced a number of men into idleness. Added to this is the consumption of leather in the manufacture of boots and shoes, together with the loss of orders, and output of the various factories, etc. There is also to be considered the depression caused in the grocery, meat and dry goods trade of St. Roch and St. Sauveur, that is computed to reach a large value in these various lines of business. In fact, the tie-up had the effect of causing a depression in every branch of business in St. Roch and the amicable settlement reached by the union operators and the manufacturers will be hailed with great rejoicing by the trade of Quebec."

You Must Have the Volume of Business to Succeed

In Order to Get This You Should be Alert—Too Few Dealers Give Sufficient Time to Figuring What It Really Costs Them to do Business—Organize, Systemize, Individualize and Popularize

The first idea upon the subject of "how to make shoe merchants more successful" was how to make a few merchants more successful in five minutes. The first thought that came to my mind was, I would recommend him to join this association and attend this meeting and meet these members and have an ample exchange of ideas and then go home and brighten up his store windows, said Wm. M. Laird, of Pittsburg, Pa., before the National Shoe Retailers' Association.

Organize, systematize, individualize and popularize his store is all that he possibly could do. After concentrating his energy and his efforts and his capital he must show liberality and honesty in his policy to his employes, his customers and his manufacturers.

He must advertise in the best newspapers. I say double your advertising space for larger results wanted right away, and then keep it up continuously.

After spending more money in advertising, spend some more money in dressing the inside, the upkeep to your store.

After that I would recommend as items for your further progress and more successful business, the doing of a great deal of advertising. Advertising is your best salesman. It gives your clerks and sales people confidence. It gives your customers confidence, and gives you confidence to go further. Don't let up, continue all these things, keep it up, and you will find more work to do; to occupy time and advance you, you certainly will improve and be more successful each year if you follow this. Take summer vacations and winter vacations. Travel all that you possibly can afford to other cities and places and see what other people are doing.

Success Lies in Volume

You must have volume of business to succeed, and you cannot have volume of business without all these liberal ideas that good free advertising and up-to-date establishments bring and that go with such an establishment. So don't forget that it costs you over 25 per cent. to do business, and don't forget that your net profit will average you, when everything is counted, less than five per cent. per annum on your sales.

Average down your fixed charges, and pay grave attention and you will find that rents and running charges will be cut down, and that can be brought about by advertising and volume of business.

The expenses of a large retail store are divided into four or five large items, such as rent, help, advertising, incidentals such as insurance and a thousand and one things, and any one of these will cost more than 5 per cent. in any going, successful business, and the depreciation and cut price sales and other things that follow a large business will average less at the end of the year than 5 per cent. on a general average. That is, if you actually count interest on your capital and bring your cost into the business.

Shoe Profits Are Small

I think that a great many merchants do not give enough time to figuring the great many things that it is costing them to do business, and I do think that the profits in the retail boot and shoe business are smaller on the average than almost any other line of business that you could speak of, unless it was the salt and sugar in a grocery store. I would advise the shoe merchant to make a serious study of his business, and in so doing in finding any dead articles, mark them off, and study all of the things that I have spoken about

and every one of them I think he can find a little here and a little there which would add much to his success to carry him forward. You want to keep your stock fresh. You want to turn it at least three times a year. You want to be open for new stock right along every season that comes along. People want new goods most generally, and they don't want this dead stuff.

You want to buy from good manufacturers. You do not want too many manufacturers' lines in your store. You boil it down to a clean, comfortable number of lines, then I think you can figure your successful business better each inventory day, and not have poor stockage.

The Way Ideas Lead Them

You take two men and start them out as salesmen, and then start them into business, and they both have been brought up on the same line and under the same man, and

From Driver to Store Manager

A. V. Wright, manager of the shoe branch of Walter L. Joyner's Department Store, Moose Jaw, Sask., began his connection with the trade about nine years ago. To climb from being a driver of a delivery wagon belonging to a shoe retailer to the position of manager and buyer for a shoe department in one of the large Western stores in this short



time is, in the vernacular of the day, "going some." Mr. Wright secured his first position with the McRobbie Shoe Co., of St. John, and was afterwards with Percy J. Steele, of the same city. Desiring to see the West, he landed in Winnipeg nearly four years ago and first took a situation with the Regal Shoe Store. Mr. Wright, who was born in Cheltenham, Eng., is an enthusiastic shoeman and has put the shoe department of Walter L. Joyner on a paying basis. It is thirteen years since he reached Canada and in that time Mr. Wright has managed to get on splendidly. He is an alert and optimistic westerner.

following the same ideas, and when they are separated and start out each on his own line of work operating from their shoe experience, they diverge very much, very much indeed, in a few years. As time goes along, they are doing business entirely different from each other. The one is going the way his ideas have led him, and the other is going the way his ideas have led him.

I have often thought about that, and I think we all do a little different in many ways, but still, after all, the shoe business is pretty much alike, but I have tried to boil down these points of value to merchants in my short statement.

Shoe Factory Gutted by Fire

A large part of the boot and shoe factory of the "O. B. Shoe Company" was destroyed by fire on February 24th. The loss is estimated at \$120,000, with insurance of only



\$72,000. Although the loss to Drummondville will be considerable, there are hopes that the company will immediately rebuild and so provide work for the employes, the pay roll being \$1,200 a week.

The factory which had been in operation for about fifteen years is one hundred feet long, thirty-five wide and four stories high. The output is about four hundred pairs per day of men's Goodyear welts and one hundred and twenty-five hands were employed. The president of the company is O. Brouillard, M.P., and the general manager is C. E. LePine. It is understood that the company is making arrangements to restore the burned portion and will soon be on the way to turn out goods as formerly.

An Ideal State of Affairs

It will be good news to traveling salesmen as well as many others to learn that Hon. T. O. Davis, of Prince Albert, has introduced in the Senate a bill to make it a criminal offence for anyone to give or receive a tip in Canada. The bill will be by way of amendment to the criminal code. By his plan, Senator Davis says, the restaurant keepers, hotels and the railway companies will themselves be compelled to pay fair wages to their waiters and porters, instead of relying on the tips from the public to pay the shot.

Early Closing Movement Growing

The early closing movement is making progress in many centres in Canada and among the latest cities to fall in line has been St. Catharines, where a by-law was passed by the city council a few weeks ago requiring all boot and shoe shops in that city to close every night at seven o'clock sharp, except on Saturday nights and evenings preceding a public holiday and five days before Christmas Day. The

by-law provides that the shoe stores shall lock their doors at ten o'clock on Saturday night. Any person convicted of a breach of the provisions of the by-law is liable to a fine not exceeding fifty dollars for each offence. Over three-quarters of the merchants signed the petition and it is understood that the new arrangement is working out very satisfactorily. There are thirteen shoe shops in St. Kitts.

Harness Men Had Fine Time

The most successful convention ever held by the Ontario Harnessmakers' Association was concluded in Berlin on February 19th by a big banquet in the Masonic Hall. Chairman G. C. H. Lang, of the local committee, presided. During the day the visitors were shown through several of Berlin's large industries, including the tanneries of the Breithaupt and Lang companies.

President Nix and Secretary Dyas were the recipients of a fine pipe each as a token of appreciation. The following officers were chosen: President, C. H. Nix, Hamilton; vice-president, W. G. Wooten, Toronto; treasurer, James Smith, Toronto; secretary, V. M. Dyas, Toronto. Executive Committee—J. P. Moat, Toronto; Joseph Pender, Toronto; W. H. Murray, Hamilton; Robert Mitchell, Hamilton, and Joe Fehrenbach, Louis Sattler, Berlin; C. Ottman, H. Bush, Hamilton, were added consulting officers to the committee.

Will Branch Out For Himself

W. J. Baggs, who has represented the Anglo-Canadian Leather Co., Toronto, in Ontario and in border cities of the United States for several years, has severed his connection with the company. Mr. Baggs, who is a Toronto boy, was born and educated in the Queen City and his first connection with the leather industry was back in 1903-1904, when he was city representative for the Beardmore Belting Co. When the firm of Smith, Baggs & Heaven was formed in 1905 he joined that organization, his uncle being one of the partners. They were selling agents for the Anglo-Canadian Leather Co. products, as well as other lines, and Mr. Baggs was their first traveler, covering Canada from Montreal to Vancouver. When the Anglo-Canadian Leather Company acquired the business of the firm in 1909 Mr. Baggs continued, covering Ontario and several cities across the line, as far west as Chicago. While not definitely decided regarding his future movements, it is understood that he will repre-



sent several American houses now doing business with shoe factories in Canada. Mr. Baggs will continue to reside in Toronto. He has a large number of friends in the trade who will wish him every success.

Early Days of Rubber Footwear

To the Editor of the SHOE AND LEATHER JOURNAL:

Sir.—I was quite interested in your article in February 16th issue under the heading, "Was the Arctic invented in Canada?" The letter in the "Shoeman," by Joel C. Page, is certainly from "The grand old man of the traveling shoe salesmen." I met him frequently in the early nineties, when I was traveling through the Southern States and sometimes in Boston, and he was considered one of the old ones then, twenty years ago.

But it is something about "The Arctic" and the time that it was first manufactured that I wish to speak, and I will endeavor to give you from memory some data which may be of assistance to you in discovering the inventor of this very comfortable piece of winter footwear. Everyone knows, or should know, that the Canadian Rubber Co., of Montreal, were the pioneer manufacturers in this line, but I cannot recall the year that they commenced manufacturing it. I can tell you what the leading lines were in felt overshoes which they made from 1870 to 1885 and later. The largest sellers of all in men's was called in the price list, "Felt buckle plain," which was really a black felt Arctic without lining. Next came "Men's Arctic red wool lined, one buckle," and next on the list was a "Felt buckle snow excluder, red wool lined," which was really only an Arctic with a gusset in the sides which folded in and kept the snow out.

If my memory serves me rightly, the American manufacturers of rubber footwear, did not make any of these lines in the early seventies, and I have always been under the impression that these "Arctic Overshoes" were originated in Canada. Mr. McGill, formerly of the Canadian Rubber Co., now residing in Montreal, will undoubtedly be able to give some valuable information on this topic. I also think that the women's button overshoe, made of black felt with sectional button fly, bound with galloon and overlap quarters, originated with the Canadian Rubber Co. It was a trifle higher than an ordinary woman's button boot, and was certainly a very comfortable, moderate priced article of winter footwear for women. But the real gentlemen's overshoe of the seventies, was a black buck skin moccasin embroidered on the vamp with some kind of colored fibre, or porcupine quills, with a rubber sole and golosh, the same as the "Arctic." These would last for several seasons, and were frequently returned to the Canadian Rubber Co. to be resoled. I have no doubt that some of the old timers in Montreal and vicinity still have this overshoe made to order, and I never knew it to be manufactured any where except in Canada.

Trusting that the above will be of interest to your readers, and throw some light on the "Arctic" question.

Sincerely yours,

P. M. Goff.

329 Jarvis street, Toronto.

Rubber Selling Season Starts

The rubber selling season for the coming year has started and this week representatives from the various companies making rubber footwear started out on an aggressive campaign. An effort is being made to induce early placing by giving a five per cent. discount on all orders booked during March and April. It will be remembered that only a couple of years ago, nearly all companies granted a concession but it has of late been abandoned and goods sold at a net price.

The past winter season has not been an exceptionally active one in the rubber footwear line and some merchants

report that they still have considerable stock on hand. The demand for light goods in various parts of Canada has been very fair, but owing to the absence of snow and stormy weather until after Christmas, even this branch of the trade has been delayed, while in heavy lines some retailers report there has been a very slow turnover. However, the companies hope to persuade buyers they will benefit by early placing as all the factories value orders of that kind. It enables them to know exactly where they are at, to make calculations correctly and in the matter of buying supplies of raw rubber, fabrics, leather, etc., to gauge the situation more accurately. March and April have for some years been selected as the great selling months for rubber footwear. It is understood that in addition to the reduction of five per cent. for early placing given by the Independent companies there is a decrease of from one to two per cent. on the average from last years' figures, so that rubber shoes in 1914 will, on the whole, be cheaper by about six per cent. on the lighter lines and seven per cent. on the heavier goods.

In the West, from Port Arthur to the Coast, owing to the heavier cost of doing business, extra freight rates, etc., quotations will be from two to two and a half per cent. higher than in the East. The usual features will be continued in this year's campaign, such as the prepayment of freight, cartoning of brands and the customary discounts for large volume.

In reference to the foregoing observations it may be said this is the line along which the Independent companies will operate during the coming season. So far as the Canadian Consolidated Rubber Co. are concerned it is stated that they will sell on a net price basis. The features which this company introduced some three years ago, such as the prepayment of freight, guaranteed prices, cartoning of all brands, etc., will be continued. Just how the prices of the Consolidated Company will compare with those of a year ago it is not possible to state, as no lists are available before the selling season which just opened this week. While the selling features of the various concerns may differ somewhat it is not likely that in net quotations there will be any great difference, except on a few lines.

Since the foregoing was placed in type it is understood that some revision in prices has taken place and that the Independent companies are offering a ten per cent. discount during March and April for early placing. The Canadian Consolidated Rubber Co. are selling at net prices. Their lists which were issued early this week show a substantial reduction from last year's quotations.

Taking Advantage of Parcel Post

The J. J. Haines Shoe Houses who have stores in Smith's Falls, Belleville, Napanee and Trenton, have announced in all the local papers of these places that by the new parcel post system which was referred to at considerable length in the last edition of the SHOE AND LEATHER JOURNAL, they are giving free delivery of shoes within the twenty-mile local zone. This means that customers residing anywhere within that radius can obtain footwear just as cheap as if bought at any of their stores. This certainly is a mark of enterprise on the part of the Haines Shoe Houses, the first of which was established in Belleville by J. J. Haines, the present head of the company, in 1864, just fifty years ago.

Canadian Day at Boston Leather Fair

July 8th to 15th, 1914, should be a big week in Boston, in fact, the biggest week the shoe and leather trade has ever seen. The Seventh National Shoe and Leather Fair

will be held in Mechanics' Building at this time. During the same week the International Shoe and Leather Week organized by the New England Shoe and Leather Association and a score of affiliated associations will be observed in Boston. The Boston Chamber of Commerce has taken an active interest in this big trade week and plans are under way to bring the greatest number of shoe and leather men to Boston that have ever visited the city before. It is said that the Lynn Chamber of Commerce is also interested and that a special Lynn Day will be observed during the week. The special day for Canadians will be a leading feature of the big show. These events will centre at the Shoe and Leather Fair, Mechanics' Building. The National Shoe Retailers' Association has agreed to hold a big "Get-together" meeting at the Fair and the Leather and Findings Association, which will be in convention in New York the first week in July, will also send many members to Boston during the Shoe and Leather Fair Week.

Long Receding Toe Will Lead

(Continued from Page 36)

class. If they would keep these standing over for a few seasons they would be able to get their shelves clear of surplus stock at the end of the season. This would be of mutual benefit to both the retailer and the manufacturer. The manufacturer is always willing to retain his old styles and use them, but the merchant seems to be always looking



PATENT LEATHER COLONIAL, SPOOL HEEL,
LONG POINTED TOE, CUT STEEL
ORNAMENT ON SIDE

and asking for something new. If one of our travelers should happen to call on a retailer and tell him that he had absolutely nothing new, that dealer would not be interested at all, would not even consent to view the samples and would wait for some other representative to come along who had offerings that would arouse his interest or curiosity. So you see that when the retail man blames the producer for the rapid alterations in style, the latter is not at fault, and the producer himself is contributory to the cause of which he complains, or, as they say in law, accessory to the fact.

"I am satisfied," continued the speaker, "that the merchants would retain their customers much better if they kept the same styles. A patron gets fitted with a shoe that is in every way satisfactory and comes again, looking for the same shoe, but, alas, he finds it gone—a new last in its place. The dealer has new styles in that do not fit and the customer is therefore dissatisfied."

Women's footwear always presents a more pleasing subject on which to discourse, for it allows of more variations by reason of the fact that costumes have often to be matched and owing to miladi being less severe in the treatment and wear on her shoes, fabric effects can be produced on more generous lines.

Some leading things seen in women's shoes during the coming season, which are being presented to the Canadian trade, are:—Extremely long vamps and sharp pointed, receding toes; absence of tips; whole cloth quarters in black, blue



PATENT LEATHER TANGO SLIPPER, LOUIS HEEL, LONG POINTED
VAMP, SILK RIBBON LACE, CUT STEEL TRIM-
MINGS—BY SMARDON SHOE CO.

and other fabrics, among which are brocades in attractive weaves; patent leather coming very strong; button shoe as popular as ever; close trimmed edges; lighter soles; round shanks; the spool and kidney heel in both wood and leather, while on many of the very light lines, such as turns, slippers, pumps, colonials, etc., the real Louis heel will be seen.

Whether many Tango pumps will be manufactured in Canada is a question, although some of the manufacturers are showing them in their fall lines, but this is perhaps more to add variety and charm to the collection than with any real idea that there will be any strong demand for this fascinating and dainty type of footwear outside of the very large cities. One manufacturer strongly advises the merchants to buy their own attachments and ribbons and attach them to the pumps for customers, which will impart all the desired effect and good results, without laying the retailer under any heavy outlay.

There is no doubt that patent leather is a greater favorite than ever in women's shoes and all the leading firms are going strong in this respect. Quarters of whole cloth and cloth tops are being largely shown. These effects along with



PATENT LEATHER COLONIAL, FANCY BROCADED
QUARTERS, CUT STEEL BUCKLE,
SPOOL HEEL

the fancy heels, most of which have a solid, substantial top lift, are the really new things. The patent vamp and brocade top make a very pleasing combination. A vamp of this kind possesses just enough leather and its shiny surface

sets off the fabric used to the best advantage. Where tips are used this season they are generally about $2\frac{1}{2}$ inches in length, but are plain stitched, while others have the small edge punching only. There is a prediction that now, very



MAHOGANY TAN BAL., LONG RECEDING TOE, HAND PEGGED HEEL, BLIND EYELETS, WIDE STITCH AROUND THROAT AND AT BACK—BY COOK-FITZGERALD CO.

soon, the other extreme will be reached and that tips of a very elaborate character will appear, but they certainly will not make their appearance this fall.

The spool heel, or the half Louis, which is a leather concave, approximating very nearly the shape of the ordinary spool, and stands from $12/8$ up to $14/8$ and $15/8$ in height is likely to be a leader. There is no doubt that the many artistic heels, from the Cuban curve heel to the French Louis heel, add very much to the inviting character and dainty appearance of women's footgear for fall. In low cuts, Colonials are the most popular, while, of course, there will be a demand for pumps.

Colonial Have Ornaments on Side

There is no doubt, however, that Colonials will have the greatest call. In these some new conceits are seen, such as the placing of a buckle to the side and having certain fancy inlays of white kid and white calf, thus giving a



HEAVY GUN METAL, WHOLE QUARTER BAL., VISCOLIZED SOLE, MODERATE RECEDE TOE, SLIGHTLY FLANGED HEEL—BY COOK-FITZGERALD CO.

only in black and white combination. Cut steel is still a reigning favorite for ornaments and corded silk bows, beaded effects, pompons, gold and silver buckles, rhinestones and fancy decorations are to be seen on the forepart of the shoes. In some cases the producers of women's shoes are going to offer a round, square cornered toe and very short vamp,

which is of course the reaction from the long drawn out pointed toe effect. It is, however, believed that the sale of the "duck bill" toe will not be exceptionally active.

In the medium price footwear line there is likely to be a good demand for the moderate or the semi-receding toe.

Tops are cut about the same height as last year and are generally straight, while in button shoes the 14 to 16 button have the call. Manufacturers are turning out about the same proportion of button shoes for women as last year and retailers declare there is no diminution in the demand, while foot fitters in other sections of the country say that the lace bal for women is coming back at considerable speed.

Buttons Still the Go

"It all depends," said one manufacturer, "on the calls of the trade you cater to whether you can sell lace boots or not. Each dealer will have to study closely the tendency of the times and the trend of trade in his locality and figure this all out for himself." An attempt has been made to introduce the short French last which also is termed the Stage last, and modifications of the same, but such a move has not gone very far on this side of the line.

One thing may be pointed out and that is tan shoes are practically a dead issue so far as the demand in women's footgear is concerned. However, few manufacturers are attempting to push them to any great extent. Patent leather will likely be the first in demand, gun-metal next, with kid a close third. Low cut suedes of various colors will in all



EVENING SLIPPER OF COLORED SUEDE, PATENT LEATHER TOP, FLARING TONGUE, THREE BUTTONS, CUBAN-LOUIS HEEL

probability be viewed with appreciation, Colonials with fancy quarters and collars being seen.

The question of price for next season is still a matter of much importance. One thing may be said, there is no possibility of lowering prices and some doubt as to stationary prices, and a feeling that certain lines are likely to advance. It is generally conceded that the quality of the shoe cannot be lowered if it is to retain its standing. The call is to-day for good or better shoes, said one leading producer. The only way out of that, in view of the growing scarcity of hides and the constantly augmenting prices of leather is to raise the price of shoes, although this may not be done to any great extent just at present, yet it need not surprise any one if another increase of three to five per cent. went into effect before many moons have passed.

In subsequent editions of the SHOE AND LEATHER JOURNAL interesting and instructive style talks will be presented and the various phases gone into more definitely. In this number an introductory review of the situation so far as it is likely to affect Canadian trade has been presented in order that the retailer may know what is being done by manufacturers to present something novel, handsome, snappy or effective in their respective lines.

What the Last Makers Say

It is also interesting to note what last manufacturers have to say. They sense changes afar off and surely keep in touch with the situation as closely as any medium possibly can.

John Pell & Son, Inc., Newark, N.J., say: "We find for small town trade a demand for high toes in both men's and women's. For big city trade the tendency is for narrow, custom, recede toes. In the better grades of shoes there is a call for French effects in both men's and women's. In some cases the manufacturers of women's shoes are going to a high heel, square toe, Stage, and in others a long drawn out French toe effect. We do not believe that the sale of these square toes is going to be a big proposition. Would say that the bulk of the sales in both men's and women's shoes would be along the more moderate recede custom effects."

The Mawhinney Last Co., of Brockton, Mass., write: "In regard to the styles for the fall of 1914 we find that there is some feeling of uncertainty, but believe that medium high toes with from one inch to one and one-quarter inch heel will occupy the prominent place in the line of lasts used. There is also considerable interest felt in the city type of last, with a low receding toe, which you are doubtless familiar with. We have also made quite a number of samples of a style which is sometimes described as the "duck bill," which also has a low receding toe, with square corners. We do not expect this will be a heavy seller, but believe it will be used to some extent. There is also some



WOMAN'S PATENT, LONG VAMP, PLAIN TOE, CLOTH
QUARTERS, CUBAN-LOUIS HEEL—BY
SLATER SHOE CO.

interest manifested in the short French last, which is also termed the "Stage" last, and modifications of the same."

The Woodward & Wright Last Co., of Campello, Mass., declare "flat lasts of custom and receding types are beginning to be recognized by the country trade, while the city trade sales are much stronger on these styles than last season. A broad toe, flat last with moderate recede is a coming feature. High toes, however, will not entirely down. In most sections away from the big cities, high toes made over old lasts, with high heels and narrow shanks are still selling freely. Nevertheless toes are gradually dropping, shanks are getting wider with straight outside effect and heels are accordingly lower. These tendencies are unmistakable, but not revolutionary. To make all of these concessions and still produce something startling, is the problem now confronting last modellers in general."

"In some cities and in the country districts of the West, short vamps on high toes are still in demand. There seems to be an urgent demand for the retention of this style, undoubtedly because it makes the feet look small. Foreparts in women's shoes in general are being lengthened out, in some cases very conspicuously, the higher grade being extended to a size and a size and a quarter, the latter carrying

narrow toes, and some of which have straight line receding toe, the latter being particularly attractive and exclusive. Little change in height of heel is noted, but the kidney shape Louis heel is gaining favor. On Oxfords and



MEN'S PATENT BLUCHER, MODERATE RECEDING
TOE, CIRCULAR FOXING, 1 1/8 HEEL—BY
BRANDON SHOE CO.

bals, both men's and women's, the sale of rubber sole footwear shows a marked increase, and these lines tend to become staples among progressive shoe dealers."

A number of Canadian shoe manufacturers are making rubber sole shoes of various kinds in both men's and women's, believing that this fall, there will be a large demand for this class of footwear. Other producers are showing some very fancy plaid tops in women's and men's creations. A man's pump is made with a leather sole which is chrome tanned, flexible and guaranteed not to slip. It does away with the three rubber plugs or insets which were formerly seen on the bottom of the Tango for men.

In women's there are a few manufacturers showing Tango pumps and even Tango shoes of various pretty patterns and neat designs. It is felt, however, that the majority of dealers in the country will buy the attachments or trimmings and put them on the ordinary pump. These sets come in very pleasing designs, many of them studded with



MEN'S PATENT LEATHER, RECEDING TOE, WITH SCOTCH PLAID TOP AND
PATENT LEATHER COLLAR, BEADED AND STITCHED TIP,
LOW FLAT HEEL—BY SLATER SHOE CO.

rhinestones and the outfit can be purchased from 40c. up to as high a figure as a customer or dealer may care to go.

Another new thing is the dark mahogany nubuck which several firms are showing. There are other concepts to be seen in both leather and patterns, but it is doubtful if they will have any large measure of acceptance.

Takes Position on the Road

Geo. R. Inksater has been added to the selling staff of the Kaufman Rubber Co. and is covering the territory south of Berlin and between Brantford and Windsor. He is assisting S. G. Amero, the energetic manager of the London branch warehouse of the Kaufman Co. Mr. Inksater was



practically brought up in the shoe business at the Inksater Shoe Store, which was started by his grandfather over half a century ago, and later, taken over by his father, with whom Geo. R. Inksater has been for the past ten years, excepting a short time which he spent in the West in the service of Thos. Ryan & Co. Mr. Inksater is a young man of genial manners and kindly disposition and his experience in the retail business and his knowledge of the territory which he has to cover, will no doubt be of considerable value to him as a salesman.

Form National Shoe Association

A meeting of the Ontario Shoe Manufacturers' Association was held at the Board of Trade rooms, Toronto, on February 25th, at which there was a large attendance. President A. Brandon, of Brantford, was in the chair, and it is understood that several important matters were taken up. One of the live topics of interest is the enlargement of the scope and work of the association by the formation of a national body as mentioned in a recent edition of the SHOE AND LEATHER JOURNAL. There are now several associations and in case it should be necessary to interview the government on any matter or to take a stand on any question, it is felt that the members would exercise more influence and command more respect as a united body than if acting under present conditions. It is likely a meeting will be held in Montreal at an early date to make further arrangements, looking to a national association which will have a permanent secretary.

Newsy Briefs From Quebec

Alfred Dupere, of Dupere and Garant, was in Montreal last week on business.

Louis Ernould, foreman of the sole leather room of the Wm. A. Marsh Co., was elected alderman for seat No. 2,

St. Sauveur ward, and will ably represent the laboring interests of this division. He is a very active and progressive young man.

Luciene Borne, is now making chrome side leather in addition to the glazed kid.

John Ritchie, of the John Ritchie Co., Limited, was on a business trip to Boston last week.

Albert Charron, of Contrecoeur, shoe manufacturer, was in Ottawa last week on a business trip.

Louis Guay, of Jcs. Guay & Fils, patent and chrome leather tanners, was in Montreal last week renewing contracts with several shoe manufacturers.

Ludger Duchaine, shoe manufacturer, who was confined to his room for a few days last week with an attack of la grippe, is now able to be around again.

Ernest Caron, formerly manager of the Canadian Shoe Machinery Mfg. Co., died last week at the age of forty-eight years, after a few days' illness. He was well known throughout the United States and Canada.

Now that the shoe factories are running everything seems to have changed for the best. The men appear satisfied with the new rules and the manufacturers are rushing their new samples for the coming season.

A Capable Warehouse Manager

The manager of the fine new warehouse of the Canadian Consolidated Rubber Co., which was recently opened in Calgary, is A. C. McGiverin, who is well and widely known in the Western Provinces. Mr. McGiverin is an old Galt boy and was first employed by the Canadian Pacific Railway in the local freight department in that town. He was transferred to Winnipeg in 1903. Mr. McGiverin has been in the employ of the Canadian Consolidated Rubber Co. since April 1907. He covered Central and Northern Mani-



toba for them until the spring 1910, when he was transferred to Regina, with Saskatchewan as his ground. On the company opening a branch at that point he was appointed manager remaining there till June, 1912, when he was transferred to Calgary. Mr. McGiverin is an energetic and hard working manager, a good friend and a genial companion.



AMONG THE SHOE MEN.



D. Pfaff & Son have opened a new shoe store in Dashwood, Ont.

Smith, White & Co., shoe repairers, of Saskatoon, Sask., have sold out.

L. A. Bouchard, of Montreal, shoe dealer, passed away last week.

Mr. Miller, of the Karn Shoe Co., London, was in Montreal recently.

F. Tank, shoe dealer, of Millbank, Ont., has sold out to A. Hoffmeyer.

The Diamond Shoe Store, Winnipeg, has sold out to Hendron Bros.

Jas. Maitland, shoe dealer, of Toronto, has assigned to F. C. Clarkon.

J. B. Russell, shoe dealer of St. John, N.B., has assigned to G. E. Logan.

H. Robillard, shoe dealer of Montreal, has assigned to A. Desmarteau.

J. Henderson & Co., dealers in hides, Winnipeg, recently suffered a fire loss.

R. B. Griffith, of R. B. Griffith & Co., Hamilton, was in Montreal recently.

Geo. Pike, of the Boston Blacking Co., Boston, was in Montreal last week.

W. J. Crawford, of Ripley, Ont., was in Toronto recently calling on the trade.

Sky Bros., of South Porcupine, Ont., spent a few days in Toronto last week.

The Security Rubber and Supply Co., Limited, Winnipeg, has been incorporated.

R. K. Helyar, shoe dealer, Kemptville, Ont., has been succeeded by E. Wiltse.

L. J. Dupre, of Independent Box Toe Co., Montreal, was in Toronto recently.

J. A. Stewart, shoe retailer, Exeter, Ont., spent a few days in Toronto last week.

J. E. Desilets & Co., dealers in boots and shoes, Three Rivers, Que., have registered.

C. C. Begg, of Collingwood, Ont., was a caller on the Toronto shoe trade last week.

Allen Meyers, of the Meyers Shoe Co., Montreal, was in Toronto last week on business.

W. A. McEwen, Thessalon, Ont., was in Toronto recently calling upon the trade.

J. Stevenson, shoe retailer of Sault Ste. Marie, was in Toronto last week on business.

Mr. Stone, of Stone, Tinlow Co., of Boston, Mass., was in Toronto last week on business.

A. T. Hill has resigned from Ames-Holden-McCready, Limited, No. 1 factory, Montreal.

J. A. Adams, of the Murray Shoe Co., London, was in Toronto recently calling on the trade.

The Slater Shoe Co., Montreal, have added a line of boys' shoes to their samples this season.

Leslie F. Morrice, shoe retailer of Madoc, Ont., was in Toronto last week calling upon the trade.

H. H. Lightford, manager of the Perth Shoe Company, Perth, Ont., was a recent visitor to Boston.

John Kylie, shoe retailer, of Peterboro, has made extensive improvements to his store. The premises have been

considerably enlarged and the establishment presents a very neat and attractive appearance.

J. B. Kilgour, of Kilgour, Rimer & Co., was in Toronto this week for several days on business.

Louis Mercier has been appointed foreman of the sole cutting department, Slater Shoe Co., Montreal.

Samuel Powell, shoemaker, of Guelph, died at the General Hospital in that city recently, aged 82 years.

A meeting of the creditors of the Elkman Shoe and Supply Co., Brampton, was held on March 3rd.

Julian Sale, jr., of the Julian Sale Leather Goods Co., Toronto, was in New York last week on business.

H. H. Spalding, of the O. B. Shoe Co., Drummondville, has resigned and is returning to the United States.

H. Megginson, shoe retailer, of Sault Ste. Marie, Ont., spent a few days in Toronto last week on business.

Ames-Holden-McCready, Limited, hockey team defeated J. & T. Bell, Montreal, recently by a score of 4 to 1.

Duchaine & Perkins, Quebec, are arranging to install pulling over and lasting machines on their staple lines.

George Day, of the shoe department of W. H. Scroggie, Limited, Montreal, was in Toronto recently on business.

C. E. Smith, shoe retailer, of Peterboro, Ont., was in Toronto calling upon the trade during the past few days.

Horace Hill, formerly of Brockton, has taken charge of the sole leather stock room, Slater Shoe Co., Montreal.

J. S. Ferns, secretary-treasurer of the Cook-Fitzgerald Company, London, was in Toronto for a few days recently.

W. F. McNeill, manager of the Nugget Polish Co., Toronto, spent a few weeks in Montreal recently on business.

Adolph Lecours, formerly of Daoust, Lalonde & Co., Montreal, has taken a partnership with Gagnon, Lachapelle Co., Montreal.

W. F. Martin, sales manager of the Kingsbury Footwear Co., Montreal, was in Toronto last week calling upon the trade.

The annual convention of the managers of the Ames-Holden-McCready Co. will be held in Montreal from March 9th to 14th.

A. R. Trudeau, managing director of the Brockton Shoe Co., Toronto, who has been ill for some time, is able to be around again.

C. A. Davies, of Blachford, Davies & Co., Limited, Toronto, spent a few days in Montreal and Quebec during the past two weeks.

W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, has returned from a business trip to Boston and other eastern shoe centres.

G. L. Hodgson, late of Walkerton, Ont., has moved his shoe stock to Mount Denis, near Toronto, where he has opened up for business.

Clarence F. Smith, vice-president and general manager of Ames-Holden-McCready, Limited, Montreal, was in Boston recently on business.

Clayton Hurlbut, of the Hurlbut Co., Preston, Ont., has returned from a successful business trip to Winnipeg, Calgary and other cities.

Frank Boyden, of the Ames-Holden-McCready Co., St. Hyacinthe, and Leslie Dowker, of Dowker, McIntosh & Co., entertained some friends at noon-day luncheon in Montreal

last week. Those present were F. J. Boyden, Leslie Dowker, A. R. Moulton, of Levisseur & Conway, Boston; Frank McKenna, of Montreal; A. Shaw, Robert Fraser, of Beardmore & Co.; Wm. Davidson, of Marlatt & Armstrong, and W. D. Bennett, of Boston.

B. W. S. Martin, sales manager for the John Ritchie Co., Que., spent several days in Toronto last week calling upon the wholesale trade.

Michael Pingree has been appointed foreman of the Slater Shoe Co., Montreal, treeing room to replace Harry Noonan, who has resigned.

"Footprints," the house organ of the Canadian Consolidated Rubber Co., appears this month in the shape of a 1914 rubber footwear catalogue.

Mr. Campbell, of the Boston Last Co., Richmond, Que., who has been spending some time in the West was in Toronto this week on his way home.

J. J. Connor, western representative of McLaren & Dallas, Toronto, leaves this week on an extended business trip through the Prairie Provinces.

T. F. Maley, shoe retailer, of Smith's Falls, Ont., recently made an assignment to M. McLeod Tew, of Hamilton. The assets are about \$18,000.

J. McMurdie, manager of the shoe department of James Ramsey, Limited, Edmonton, was in Toronto and other cities during the past week on a buying trip.

A despatch from Lynn, Mass., says that the shoe manufacturers in that city are importing both sole and upper leather from Canada as well as Europe.

W. J. Honeyford, shoe retailer of Collingwood, Ont., has moved into a fine new store a few doors north of his old stand, which is splendidly fitted up.

Mr. Perron, who covered Quebec province for Ls. Germain, Montreal, last season, will represent the Rena Footwear Co. this year in the same territory.

Oscar H. Vogt, manager of the Great West Felt Co., Elmira, Ont., has returned from a successful business trip to Winnipeg and other points in the West.

A fire broke out in the leather factory of Wickett & Craig, Toronto, on February 22nd but was extinguished before any large amount of damage was done.

Kieffer Bros., manufacturers of shoe machinery, Montreal, have dissolved partnership. G. A. Kieffer, one of the members of the firm, recently passed away.

L. M. Stock, Western Canada representative of Walker, Parker & Co., Toronto, leaves this week on an extended trip to the Coast with a smart range of fall samples.

D. McIntosh, shoe retailer, of Arthur, Ont., who had been forty years in business in that town, passed away recently and possessed a long and honorable record.

Joseph F. Crowley has accepted a position as foreman of the lasting department of the Perth Shoe Co., Perth, Ont. Mr. Crowley has been with Bohr Bros. Co., South Boston.

Henry Dorson, foreman of the stitching room of the Relindo Shoe Company, Toronto, who has been spending a few days in Boston, has returned to Toronto with his family.

H. R. Rice, general manager of L. R. Hulbert & Co., St. Catharines, Ont., was in Toronto last week. He states that the plant of the company is now running in fine shape.

Robbers entered the shoe store of R. C. Boyes, Mission City, B.C., recently and stole several pairs of shoes. They entered by the front door and left no clue as to their identity.

C. B. Pratt, shoe dealer, 137 Sparks street, Ottawa, intends moving into a fine new shoe store about April 1st. It will be a one price shop for men, specializing in five dollar lines.

Alfred Butlin, sole representative for Canada of Maden and Ireland, slipper and shoe manufacturers, Bacup, Eng-

land, was in Toronto calling upon the wholesale trade last week.

W. G. Parsons, of C. Parsons & Son, leather and findings dealers, Toronto, who has been spending some time in England and on the Continent on business, has returned home.

The Ames-Holden-McCready Co. have declared the regular quarterly dividend of one and three-quarters per cent. on the preferred stock of the company for the past quarter.

The Maritime Knitting Co. have been incorporated to carry on a general knitting as well as boot, shoe, moccasin and larrigan business. The offices of the company will be in Montreal.

The Market Shoe Store, under the management of P. Heffernan, has been opened at 45 Downie street, Stratford, Ont. A full and complete line of shoes as well as traveling goods is carried.

C. A. Campbell, formerly representing the Williams Shoe Co. in the West, is now connected with the Watson & Brown Co., looking after the firm's interests in Edmonton, where he resides.

The Shoe Mart at 107 Yonge street, Toronto, has been closed owing to the lease expiring and the stock has been taken over by A. Levy of the Right Form Shoe Store, 260 Yonge street.

The partnership of C. Brager & Sons, dealers in clothing and shoes, St. John, N.B., has been dissolved. The business will be continued in St. John by L. A. Brager, and in Halifax by J. N. Brager.

J. Stevenson, shoe retailer, is president of the Retail Merchants' Association branch at Sault Ste. Marie and Steelton, and W. Climie, dealer in shoes and men's wear, of the same place, is treasurer.

Frank Mercer, late of the Relindo Shoe Co., Toronto, has taken a position with the Brandon Shoe Co., of Brantford, Ont., and left last week for the Western provinces with a full line of fall samples.

John A. Buller, an employe of the Robt. Taylor Shoe Co., Halifax, was injured recently by stepping on a door which opens automatically as the elevator passes up. He had his leg caught in the door.

P. J. Hogan, general outside man of the United Shoe Machinery Co., of Canada, is at present in Redcliff, Alta., installing a complete equipment of men's Goodyear welt machinery in the new factory there.

J. S. Ashworth, of Toronto, Canadian manager for Sir H. W. Trickett, Limited, Waterfoot, England, has returned from a business trip to Winnipeg. He reports that the outlook for trade is improving rapidly.

Sydney Vermilyea, of the Belleville Shoe Co., Belleville, Ont., is very ill. He has been suffering for some time with an affection of the liver and many friends trust that he will regain his former good health.

The Granby Rubber Co., Granby, Que., have issued their 1914 rubber footwear catalogue. It is very well illustrated, containing 100 pages on heavy coated paper. The cover is of a very striking although neat design.

E. E. Cady, late of the Montreal office, but formerly connected with the Haverhill branch of the United Shoe Machinery Co., has joined the Goodyear department of the United Shoe Machinery Co., of Toronto.

L. F. Jackson and George J. Cowling, of the Relindo Shoe Co., Toronto, left this week for the Western Provinces with a fine range of fall samples. Mr. Jackson will cover from Regina to the coast, and Mr. Cowling from Sudbury to Regina.

E. A. Dagg, who for several years has been manager of the warehouse of Ames-Holden-McCready, Limited,

at Calgary, has been appointed to a responsible position in the service of the Alberta Government. He will assume his new duties on May 1st on which date he will be leaving the position which he has ably filled.

The Lindsay Shoe Repair Company has opened for business in Lindsay. Messrs. Hughes & Cartwright, who have had a long, practical experience in the shoe business, are the proprietors, and they have a well fitted up shop.

The U. S. M. Co. of Canada recently sent one of their Goodyear experts to Toronto to cover that field. The company state they are very busy at the present time handling the large demand for Goodyear shoe repair outfits.

Gibson & Ross, shoe dealers, of Woodstock, N.B., who are among the most enterprising business men in the East, intend putting in a new and modern front this spring which will greatly add to the appearance of their place of business.

Ernest Caron, the man who fought the United Shoe Machinery Company in the courts, died in the Beauport hospital, Quebec, recently, after an illness of five weeks. He was a brother of L. A. Caron, accountant, of Montreal.

James Dunn, who for some years was with A. W. Ault Co., wholesale shoes, Ottawa, has opened a new shoe store at 1097 Wellington street west, Ottawa. Mr. Dunn has many friends in the Capital who will wish him every success in his new enterprise.

G. M. Sharrock, who has been employed for some years in various Montreal factories, is now on the selling staff of the U. S. M. Co. of Canada, Montreal. He is specializing

particularly on finishing departments, in which he has a long, practical experience.

W. H. Budreo, of Toronto, for seven years on the traveling staff of Blachford, Davies & Co., Toronto, has been appointed Eastern Ontario representative of the Regina Shoe Co. and the Columbus Rubber Co., Montreal, and enters upon his new duties this month.

The Ontario Harness Makers' Association recently held a successful two days' convention in Berlin, Ont. President C. H. Nix, of Hamilton, presided and the visitors were given a warm civic welcome. The business proceedings closed with a most enjoyable banquet.

W. C. Bartlett, shoe retailer, 113 Roncesvalles avenue, Toronto, whose establishment was recently sold, will remove this month to the corner of Bloor street west and Lansdowne avenue. He contemplates installing a repair department in connection with his new premises.

The Saskatchewan Branch of the Retail Merchants of Canada, Inc., will hold their annual convention in Moose Jaw on March 23rd, 24th and 25th. Reports will be submitted showing highly encouraging results of the work which has been going on for several months.

The Retail Merchants Association of Ontario held a very successful convention in Toronto on February 26th and 27th. The following officers were elected: B. W. Zieman, Preston, president; A. M. Patterson, Brockville, 1st vice-president; R. D. Cameron, Lucknow, 2nd vice-president; F. C. Higgins, Toronto, treasurer, and E. M. Trowern, Toronto.

PROGRESSIVE WESTERN SHOE FIRM IS NOW INCORPORATED

The Rannard Shoe Company, Limited, of Winnipeg, has been granted a charter. The capital stock of the new organization is \$150,000 of which \$114,000 is fully paid up. The charter was obtained on February 2nd and the company is now fully organized with Charles F. Rannard as president

of prosperity. C. F. Rannard will do the buying for the firm and also look after the business affairs of one of the stores, while Mr. Eadie has been appointed business manager of No. 2 store. C. F. Rannard left this week on a business trip to Chicago, Cincinnati, New York, Rochester, Boston,



CHAS. F. RANNARD, PRESIDENT



A. B. RANNARD, VICE PRESIDENT



R. F. EADIE, SECRETARY-TREASURER

and managing director, Andrew B. Rannard as vice-president, and Richard F. Eadie as secretary-treasurer. The company, which owns and operates three large and up-to-date retail stores in the Prairie Capital, has a strong organization of capable business men to carry on the enterprises of the concern which have been built up to a high degree

Quebec, Montreal, Toronto, Berlin, Galt and other centres, on a buying expedition. He will look over styles for the coming season and closely study the systems and methods connected with the leading retail shops in the big cities with a view to picking up all possible pointers that can be incorporated in the Rannard string of stores.

secretary. The executive will be composed of the foregoing officers and A. Weseloh, Berlin.

Fred and Howard Blachford, of the Blachford Shoe Store, Yonge street, Toronto, have been spending a couple of weeks in Montreal, Boston, New York and other shoe centres, picking up the latest pointers in styles and securing information on what is being offered for the coming season.

C. Parsons & Son, Toronto, have been appointed selling agents for the Dominion of Canada for the Gritzner Hand Soling Sewing Machine, which is manufactured in Durlach, Germany. About twenty of these wonderful machines have been sold in Toronto to the shoe trade within the past month.

There has been an advance in the price of tennis and sporting shoes of about two cents per pair on all goods that sell under one dollar, and about five cents per pair on all lines where the wholesale price is over the dollar mark. It is expected that these figures will hold firm for some time.

A pretty wedding took place recently in Toronto when Miss Adelaide Louise Lovell was married to C. E. Palmer, B.A. Sc. Mr. and Mrs. Palmer will reside in Toronto, the bride being a daughter of J. S. Lovell, the widely known shoe traveler for Corbeil's, Limited, Montreal, and the Kaufman Rubber Co., Berlin.

T. W. Hart, of the Nugget Polish Co., Toronto, has returned from an extended business trip to Winnipeg, Edmonton, Calgary and other points in the interest of the company. H. W. Parsons has also returned from a visit to all the principal cities in the Maritime Provinces and reports "Nugget" business as good.

Percy Horsman, who is one of the proprietors of Clinkskills, Limited, Saskatoon, recently spent a few days in Toronto and other eastern points. Clinkskills, Limited, have one of the best equipped and most attractively laid out shoe departments in the West, which is in charge of A. M. Reid, formerly of the Royal Shoe Store.

J. C. Broddy, of Toronto, a traveler for W. H. Storey & Sons, Limited, glove manufacturers, Acton, Ont., was badly bruised when a C. N. R. train was derailed near Virden, Man. A spread rail caused the wreck and the rail broke and pierced the bottom of a first-class coach, coming right up within a foot of where Broddy was seated.

Arthur Congdon has taken charge of the business of the Wm. A. Marsh Co., Western Limited, Winnipeg. Mr. Congdon was for many years in the wholesale shoe line in Winnipeg and was later manager for the Ames-Holden-McCready Co. in that city. He removed afterwards to Montreal as vice-president, but returned to Winnipeg some time ago.

W. D. Bennett, who is vice-president of the National Shoe and Leather Market Fair, which will be held in Boston from July 8th to 15th next, was in Montreal, Quebec and other eastern points recently in the interests of the Fair, which promises to be bigger and more representative this year than ever. Canadian Day will be observed on Saturday, July 11th, and it should be a hummer.

Mr. Goodwin, of the Goodwin Shoe Company, who has been operating two shoe stores within a block of each other in Vancouver for the past two years, has merged the two establishments and has been conducting a clearing sale of the large stock at 45 Hastings street east, which are the premises that he is giving up. The shop, which he will retain, is less than a block up the street.

The annual convention of the managers of the United Shoe Dealers was held in Toronto from February 9th to 13th, when there were present James Flett, of Owen Sound; H. D. Wing, of Parry Sound; M. H. Sisson, of Lindsay; Wm. McDowell, of North Bay; B. D. Menzies, of Sudbury; McVilvie Wark, of Port Arthur, and J. W. Foy, of Toronto. Successful reports were presented from this chain of stores

for the past year and while in the city the members did considerable buying and sorting.

The Western Tire and Rubber Co. have decided to invest \$175,000 this year in buildings and equipment for a rubber tire factory which will be erected in Regina. A gift of 350 feet of property in the warehouse section of the city and a three years' option on additional adjoining 75 feet at the purchase price of \$3,000 was required to induce the company to go ahead with construction work.

The combined shoe manufacturing industry of Brockton, Mass., has agreed to employ arbitration rather than strike or lockout in the settlement of labor disputes. Practically every one of Brockton's 13,000 or more union shoe workers and over thirty manufacturing concerns, many of which are among the largest in the world, now stand obligated to employ peaceful means of adjusting labor disputes.

A Vermont shoe dealer received the following order from a French-Canadian farmer: "Monsieur—please sen' de shoe for ma familiee. She is Marie 16 year, Pierre 15 year, Jacques 14 year, Louise 13 year, Batesse 12 year, Henri 11 year, Toinette 10 year, Alma 9 year, Louis 8 year, Valerie 4 year, Jeanne 3 year, Josephine 2 year, Natalie and Jack 1 year—dey twin—de baby she go barefoot. How moch?"

Ye Craftsman's Shoppe, Limited, has been granted a charter with a capital of \$50,000 and head office in Toronto. The company is empowered to take over as a going concern from A. R. Trudeau, the shoe business carried on by him at 310 Yonge street, Toronto, under the style of "Ye Booterie." The company is also authorized to conduct the business of boot and shoe makers and to deal in boots, shoes, rubbers and findings, etc.

Fire for the second time in two months broke out in the premises at 186 Adelaide street west, Toronto, a few days ago in the upper portion of the structure used by Colby & Sons as trade rulers and printers, doing damage to the extent of ten thousand dollars. The lower floor is occupied by P. B. Wallace & Son, leather and findings dealers, and their stock was damaged by water to the extent of several thousand dollars.

Delegate Snowden, of Montgomery county, has introduced in the House of Delegates, Maryland, a bill to prohibit the wearing by girls and women of high-heeled shoes and slit skirts, and of dancing such "immoral dances as the turkey trot, the bunny hug, the tango or the loop the loop." The bill prescribes that money collected from fines for violating its provisions shall be used to "educate girls how to dress decently."

Jos. Patterson, of St. Mary's, Ont., who has been in the shoe business in that town for a number of years, returned recently from a business trip to Milwaukee, where he secured the agency of the A. H. Weinbrenner Co., who make men's, boys' and youths' welts, Standard screw and hunting boots. Mr. Patterson is urging upon the company to establish a branch factory in Canada and placed before them the advantages of St. Marys as a desirable location.

E. W. C. Honen, who has been manager of the sole leather department for the Slater Shoe Co., Montreal, has resigned and taken a position as superintendent with the Jas. Muir Co., of Maisonneuve. Mr. Honen has a wide practical knowledge of shoemaking in all its branches and some years ago was superintendent of the Lowell Shoe Co., of Lowell, Mass. Mr. Honen's successor at the Slater Shoe Co. is Louis Mercier, formerly of Lowell and Chelsea, Mass.

Pursuant to a Winding Up Order issued by the Supreme Court of Ontario, the creditors of the Dunford Elk Shoes, Limited, Stratford, Ont., are requested to send in their claims, the amounts, and the particulars thereof, not later than March 10th to the London and Western Trusts Co., London, Ont., provisional liquidators. Judge Barron, Local

Master, at Stratford, will on March 10th hear the report of the provisional liquidator, upon the claims of the creditors.

A fire starting recently in Calgary in the basement of the Cadogan block destroyed nearly the whole of the stock of the Foster Shoe Store, amounting to between \$45,000 and \$50,000. Damage to the extent of about \$1,500 was also done to the building. The loss was only partially covered by insurance. The fire brigade responded promptly, but despite every effort made it took more than two hours to extinguish the flames.

A most successful assembly was held in the town hall, Galt, recently under the auspices of the Mutual Benefit Society of Getty & Scott, Limited. Fralick's orchestra supplied the music and about 150 employes were in attendance. A splendid time was spent and among those present were the members of the firm and the traveling representatives. Alf. Haire and Geo. F. Hennessey, of the United Shoe Machinery Co., Toronto, were also in attendance.

The Ontario Tire and Rubber Co., Limited, has been incorporated with a share capital of \$150,000 and headquarters in Welland, Ont. The incorporators are Thos. J. Costello, Robert Cocper, Joseph R. McCollum, George C. Brown and B. J. McCormick, all of Welland. The company is empowered to carry on business as rubber producers, merchants and manufacturers and dealers in rubber goods, and to manufacture, buy, sell and deal in goods, wares and merchandise made in whole or in part of rubber.

A certain agreement held by Mason T. Golder, who was suing the Crown Hat Co., Toronto, for \$635 commission, was so battered up that it was almost undecipherable. The messed condition of the document was caused by its sojourn in Golder's shoe to keep his heel from becoming sore on a hunting trip. He had never thought that the document might be required, but was happy that he had even kept it in the unusual pocket, for he was given judgment by Judge Winchester in Toronto for the commission.

There must be big money in selling shoe laces. When taken to a police station in Toronto for drunkenness, A. Barber, who claims he sells shoe laces on the streets, had \$94.43 in his pockets. The money consisted of \$50 in one and two dollar bills, a twenty-five cent bill, six fifty-cent coins, fifty-one twenty-five cent pieces, two hundred and twenty-five ten cent pieces, forty-three five cent pieces and seventy-four coppers. He also had a bank book which showed \$75 in the Royal Bank to his credit.

The North British Rubber Co., Limited, Toronto, E. L. Kingsley, manager, have appointed their selling agencies for the coming rubber footwear season. In the West the lines will be handled by the Scottish Wholesale Specialty Co., of Winnipeg; in Quebec and the Maritime Provinces by Roy & Darveau, Enrg, Que.; in Montreal and surrounding country by the Montreal branch of the North British Rubber Co., and in Ontario by the T. Long & Brother, Limited, of Collingwood, and by salesmen direct from the Toronto branch.

About 4,000 attended the public reception attendant on the formal opening of the Dominion Tire Company's million dollar plant recently in Berlin. The processes by which raw Brazilian rubber is converted into a finished tire were explained. There are 300 hands employed, working overtime, and the present output of 150 tires a day will be increased to 500. The whole year's output has already been sold. The company is using 500 horse power of Hydro-electric energy, and the Canadian Consolidated Rubber Co., of Montreal, are selling agents for Dominion tires.

The Unique Shoe Co., Limited, who recently obtained a charter, have begun the manufacture of youths', children's and misses' shoes at 12 West Market street, Toronto, in McKay sewn and Standard screw. The company, of which

J. W. Phillips is manager, have well lighted premises and all machines are driven by a ten horse power motor. It was only on January 19th that it was decided to organize a company and so rapid has been the progress of installing the plant that in less than a month five hundred pairs were going through the fitting room. The other departments have since been put in operation and the output will be about two hundred pairs a day. Charles Tilley & Son, of Toronto, will handle the lines for Ontario.

GIVES BOOTEES TO ALL NEW BABES

Tom Stedman, Limited, of Winnipeg, have adopted a new departure in advertising that will appeal to those interested in the latest "doings" among the "live ones" in the retail shoe business. The scheme, while being somewhat costly to work in towns and cities where the population is large and the birth rate consequently high, can, however, be followed economically in places of smaller size where the newly born babes come in less considerable numbers. In Winnipeg the birth rate averages 600 a month and is rapidly



increasing with the growing population of that progressive city. Tom Stedman is the first in Canada in the retail shoe business to inaugurate this new scheme.

At certain periods the names of the parents of all the newly born infants are secured from the city register. To the parents are sent, securely mailed, a pair of pretty first size bootees, together with a neat greeting card which reads:

OUR GREETING

Expressing the sincere hope that "Little Baby's Tootsies" will soon be big enough to toddle along to the newest, biggest and greatest

POPULAR PRICED SHOE STORE
in Western Canada, where square dealing,
honesty and good service are paramount.

The Stedman Shoe Co.,
Somerset Building,
296 Portage avenue, Winnipeg.

The object of the gift is plainly apparent and is calculated upon largely as an advertising medium more than from a purely philanthropic point of view. This is one of "Tom's" latest features in a publicity propaganda in connection with his brand new store, which is one of the biggest, brightest and best equipped for good service in Western Canada.

OVER A MILLION DOLLAR BUSINESS

The annual general meeting of the shareholders of the Amherst Boot and Shoe Co., Limited, was held recently in Amherst, and the reports showed a year of progress, the sales, the largest in the history of the company, being over one million dollars. When the fact is considered that the



C. S. SUTHERLAND, AMHERST, N.S.

year 1913 was a most strenuous one for all manufacturing businesses, both in Canada and the United States, the statement presented was highly gratifying to the shareholders.

After all charges had been paid and the usual dividends declared, there remained to be added to surplus the sum of \$26,773, thus bringing the surplus in the business up to over \$150,000—all accumulated during the last seven years under the present management. The directors have always followed the safe policy of not paying out all their earnings in dividends, thus keeping their reserves in a strong position.

The President, Percy C. Black, in his address expressed great confidence in the stability of the company and the prospects for the future. Optimistic speeches were also made by the General Manager, C. S. Sutherland, T. Sherman Rogers; A. C. Paddock, vice-president of the Regina branch; Fred. O. Mumford, of the Halifax branch, and others.

The following directors were elected: Percy C. Black, president; T. N. Campbell, vice-president; C. S. Sutherland, general manager; T. Sherman Rogers, K.C., and E. N. Rhodes, M.P.

At a subsequent meeting of the Amherst Central Shoe Co., Limited, the following directors were elected: C. S. Sutherland, president; A. C. Paddock, vice-president; Geo. H. Anderson, manager; Percy C. Black, T. N. Campbell, T. Sherman Rogers, K.C., and E. N. Rhodes, M.P.

CONNECTED WITH ANOTHER CONCERN

In the last issue of the SHOE AND LEATHER JOURNAL it was stated "that James Wilkinson, who has been acting manager of a rubber company's branch in Regina, was charged in court with a misappropriation of several hundred dollars in funds. He pleaded guilty and was sentenced to four months in jail." It is understood on the best authority that the accused was never connected with the Consolidated Rubber Company in any capacity, as was erroneously stated,

but was identified with another rubber concern doing business in the Western Provinces.

ADDITIONAL NEWS JOTTINGS

A local syndicate, headed by John McMurchy who operates the woollen mills and electric light station at Huttonville, has made an offer for the Williams Shoe Co. plant and assets at Brampton. The factory has been closed down for some time and the citizens are anxious to see the industry resume operations. W. J. Heaven, provisional liquidator, stated this week that two offers had been received for the factory but that neither one had been accepted.

An order winding up the Dunford Elk Shoe, Limited, of Stratford, on the petition of the C. S. Hyman Co., creditors, for \$2,361.63, was made at Osgoode Hall, Toronto, last week by Mr. Justice Middleton. The London and Western Trusts were appointed interim liquidators with a reference to the local master at Stratford. The company was incorporated on April 1st, 1912, and operated till November, 1913, and in that time ran behind \$13,931.09 in its profit and loss account. The nominal assets are placed at \$38,283.44 and the liabilities, exclusive of stock, are \$39,092.36. The stock subscribed amounted to \$17,500.

W. G. Welch, of Boston, who represented W. H. Wiley & Son, manufacturers of wool soles, over-gaiters, etc., Hartford, Conn., and was a widely known caller on the Canadian findings trade, died very suddenly in Toronto on February 14th. He was staying at the residence of his sister and was taken with a chill which confined him to his room for a few days. At the end of the week he was able to be out but, shortly after his return to the house, he dropped dead.

Calgary has a new shoe store which is known as the "Walkover." It has been opened by Glass Bros., who sold out the business at the old stand, 120 Eighth avenue west, some months ago to Murrays, Limited, and have entered business again at 222 Eighth avenue west. The proprietors are Herbert G. H. Glass and J. H. Glass, and while the establishment is not owned by the Walkover Shoe people, this line of footwear will be featured by Glass Bros.

CONDENSED ADVERTISEMENTS

Two cents a word. Minimum charge for an advertisement 50 cents
Cash must accompany all orders.

FOR SALE—Established shoe business in Ontario, stock low at present, grand opportunity to add stock of furnishings, worth investigating. Box 70, SHOE AND LEATHER JOURNAL, Toronto.

SPLENDID LOCATION for up-to-date shoe store in fastest growing city in Ontario. Excellent premises and fine opening. Rent very reasonable. Address Box 71, SHOE AND LEATHER JOURNAL, Toronto.

WANTED by a prominent German firm, making good and middle class shoe and boot laces, as well as loopings and topbands, an agent with good connection in boot and shoemaking centres. Sale on commission. Address with full particulars, Box 69, 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.

This Unsolicited Testimonial Speaks for Itself

President
T. STEDMAN

Vice-President
MILLS G. STEDMAN

TOM STEDMAN LIMITED

BOOT AND SHOE PROVIDERS

"NOTHING LIKE LEATHER"

719-21 MAIN STREET
Phone Main 1229

SUBJECT.....

WINNIPEG, MAN.

February 3rd, 1914

The T. Sisman Shoe Co., Limited
Aurora, Ont.

Dear Sirs:-

We take this opportunity of saying that the goods we have received from you this season excels anything you have ever done before. They have opened up completely to our satisfaction, and the general get-up and solid character of the lines have been really excellent. While you turn out goods as we have described you can always count on us as a customer.

Yours very truly,

TS/SP

T. Stedman
TOM STEDMAN LIMITED
T. Stedman
.....
Managing Director

The T. Sisman Shoe Co., Limited
AURORA :: ONTARIO

SHOE STAFF HAD ENJOYABLE PARTY

The employes of the Yale Shoe Store, Winnipeg, and several friends held a most enjoyable gathering recently. A large hall was engaged for the occasion and a fine musical programme was rendered. D. Pollock was chairman and made a happy presiding officer. In company with his wife, he rendered a very acceptable duet. A capable orchestra furnished music and about forty couples were in attendance on the floor. Among those present were Mr. and Mrs. J. Atleck, Mr. and Mrs. Hamilton, Mr. and Mrs. Reeves, Mr. and Mrs. Orr, Mr. and Mrs. Caron, Mr. and Mrs. Pollock and daughters, Mr. and Mrs. Joseph Owens, Mr. and Mrs. W. R. Goodey, Mr. W. Berryhill. The occasion will not soon be forgotten.

NEW SHOE FACTORY COMPLETED

E. T. Wright & Co., shoe manufacturers, St. Thomas, Ont., will move into their spacious new factory next month. The building, which was erected by the city for the firm, is an admirable one in every respect and was recently inspected



by the members of the building committee of the city council and E. E. Donovan, Canadian manager of E. T. Wright & Co. The structure is most complete in every detail, being of regulation mill construction, and equipped with double stairways, sprinkler fire hydrants and fire doors. The lighting, heating and ventilation are perfect on each of the five

floors, and every accommodation furnished for the employes. Each of the four floors are splendidly lighted with a multitude of windows and will be well heated in the winter by an adequate heating system. The floors all slope toward a drain at one end so that in case of fire all the water coming from the automatic sprinklers will run toward this outlet, instead of going through to the floors beneath. The sprinkler system also includes an alarm system, and the moment a plug breaks, or is fused by fire, an alarm is sounded automatically both outside and inside the building. The office is finished in the most up-to-date manner and presents a very pleasing appearance. Throughout the whole building appears to be of the very best workmanship and the "Just Wright" shoe will certainly have a fine home. The accompanying cut affords some idea of the spacious and handsome nature of the new structure.

LIVE MANAGER OF NEW WAREHOUSE

The manager of the new warehouse of the Canadian Consolidated Rubber Co., which was recently completed in Edmonton, replacing the one that was burned down about a year ago, is C. H. Himburg. Although a young man, he has rapidly come to the front in the footwear line. Born in Bridgeport, Ont., he was educated in the Bridgeport public school and the Berlin high school. His first position was with S. R. Ernst & Co., of Berlin, with whom he remained for eleven years. He then joined the staff of the Kaufman Rubber Co., representing them in Western and Northern Ontario, while he also discharged the duties for some time as cost accountant. One year ago he became identified with the Canadian Consolidated Rubber Co., being connected with the Winnipeg office until July last, when he was transferred to Edmonton to take charge of the branch in the thriving capital city of Alberta. With the commodious and splendidly appointed new home that the Canadian Consolidated Rubber Co. have in Edmonton, which makes the twenty-eighth branch of their business, there is no doubt but their interests will be well looked after by Mr. Himburg.



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 || RICHARD YOUNG CO.

We are Headquarters for all Finishes,
Grades and Kinds

Sheepskins Skivers "Ryco" Matt Kid

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

Branch: 54 South Street, BOSTON, MASS.



"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

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

**Mr.
Manufacturer**

You don't know what it is to get the best possible results until you have used Logan's Union Slaughter and Sweat Sole Leathers.

Particularly adapted to factory-sewed work. Try them.

Logan Tanneries Limited
Pictou, N.S.

**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.

Black Chrome Sides

Blue Back Waterproof Stock

Tan Chrome Sides

Dark Brown Waterproof Stock

Pearl Chrome Sides

For Moccasins

"Elk Sides"

Light Tan, Dark Tan and Black

Chrome Sole**Gusset Splits**

Black, Tan, Olive, Drab



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

Fraser River Tannery, Limited

New Westminster, British Columbia

Exclusive Selling Agents:

CHICAGO TANNING CO.

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130 W. Michigan St. 34 Spruce St.BOSTON, MASS GLOVERSVILLE, N. Y. ST. LOUIS, MO.
128 Summer St. 11 Cayadutta St. 619 E. Eighth St.



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**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

Seventh National Shoe and Leather Market Fair

MECHANICS' BUILDING, BOSTON, MASS., JULY 8-15, 1914



Exhibition Spaces Now Open

Shoe manufacturers, tanners, manufacturers of shoe and leather machinery, materials and supplies, who wish to meet and show their products to the largest gathering of buyers ever assembled under one roof can do so by taking space in the Fair.

Price for space ranges from \$137.50 to \$336.00, according to size and location. This includes all necessary furniture such as signs, desks, tables, chairs, floor covering, etc. The exhibitor furnishes only the goods to be shown and salesman in charge. Further details furnished on application.

There will be a SPECIAL CANADIAN AND GREAT BRITAIN DAY at the Fair.

Those who wish exhibition space should apply at once to secure good location. Write to

The Jacobsen Publishing Company, Managers

No. 183 Essex Street, Boston, Mass., U.S.A.

Publishers of "HIDE and LEATHER"

CHICAGO
136 West Lake Street

NEW YORK
2 Stone Street

PHILADELPHIA
415 Arch Street



No. 3365—Men's Forest King, three eye-
let, high solid heel, fusion lined.

Uncxcelled for Hard Usage



No. 3319—Men's Beech Short, Duck
Foot, rolled edge, fusion lined.

Well Made—Good Fit



3341 Maple—Men's Duck, one buckle,
rolled edge heel, fusion lined.

Will Please Every Wearer

Kant Krack

RUBBERS

A Rubber for Any
Size or Shape of Shoe

The opening of the Fall, 1914, placing season, finds us in a position to show you an unusually attractive line of samples—products of the Independent Rubber Co., Limited, of Merritton, Ont. To the great majority of the retail shoe merchants of the Dominion, "Kant Krack," "Dainty Mode," "Royal" and "Bull Dog" are names synonymous with all that's best in rubber footwear.

Rubbers bearing these brands are flawless in quality and manufacture, irreproachable in style—thoroughly reliable in every way.

The styles for Fall, 1914, are made on lasts used in making 1914 shoes. Retailers can stock these brands, with the absolute assurance of being able to satisfactorily meet the demands of every customer who comes to his store for rubbers next Fall.

McLAREN & DALLAS

Wholesale Distributors of Boots, Shoes and Rubbers
30 Front Street West, Toronto

Dainty Mode

RUBBERS

Every Rubber
Guaranteed to
Give Good Service

No inferior materials find their way into these brands. In every phase of the making these rubbers are manufactured with a *painstaking thoroughness of detail* that insures perfect service.

The snug, easy fit of Independent rubbers, on any shape of shoe, will be eminently satisfactory to your customers. The fit is so exact all over; no looseness—just an even, perfect fit everywhere.



3131 Model—Men's Light Storm Over, net lined. Also made for Boys. Lasts—Defender, Brunswick, Varsity, Hi-Toe.

Not a Better Made



3135 Derby—Men's Light Clog, self acting, net lined. Lasts—Varsity, Brunswick.

A Great Fitter



3125 Harvard—Men's Jersey Alaska, self acting, fleece lined. Lasts—Defender, Brunswick, Varsity, Connaught.

Extremely Comfortable



6133 Pearl—Women's Light Croquet, rolled edge, net lined. Last—Vogue.

Snug Fitting—Long Wearing

McLAREN & DALLAS

Wholesale Distributors of Boots, Shoes and Rubbers
30 Front Street West, Toronto



—Rubbers—



SERVICE

Our salesmen are now showing samples of Independent Rubbers. All four brands—"Kant Krack," "Dainty Mode," "Royal" and "Bull Dog" are well represented, and give you a comprehensive idea of our 1914 line.

One of our salesmen will be in to see you shortly. A thorough inspection of his samples will convince you that Independent rubbers should be liberally represented in your Fall stock.

We strongly urge you to give these goods the earnest consideration they merit. *Your orders will be filled within the specified time.*

If there's one thing we pride ourselves upon above another, it's our SERVICE. Our shipping facilities enable us to promise you PROMPT DELIVERY.



3003—Men's Gum Hip Boot, Fusion Lined

Made To Order



3120 Emperor—Men's Four Buckle Jersey Excluder, Fleece Lined.

Lasts: Defender, Brunswick.
A Good Seller

McLAREN & DALLAS

Wholesale Distributors of Boots, Shoes and Rubbers
30 Front Street West, Toronto

In Stock—Ready to Ship

Does your demand include these styles



STYLE No. 706

Patent Colonial Pump, Turn, Spool Heel, Eden Last.

Price, \$2.50



STYLE No. 707

Mat Vici Colonial Pump, Light Weight Welt Sole, Spool Heel, Eden Last.

Price, \$2.50



STYLE No. 939

Black Cravanette Top, Patent Vamp, Button, Light Welt, Cuban Heel, Plaza Last.

Price of above boot, \$2.60



STYLE No. 950

Black Satin De Lane Top, Patent Vamp, Light Welt Sole, Button Boot with Leather Kidney Heel, Plaza Last.

No. 951 same as No. 950, but with Gun Metal Vamp, Mat Calf Top.

Price, on either boot, \$2.75



STYLE No. 708

Patent Colonial Pump, Light Weight Welt Sole, Kidney Heel, Eden Last.

Price, \$2.50



STYLE No. 709

Patent Colonial Pump, Light Weight Welt Sole, Spanish Heel, Eden Last.

Price, \$2.50

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



Place Your Rubber Orders with the Miner Man

That's the best advice we can give you, if you want to make next Fall the most prosperous season your rubber department has ever experienced.

There's a MINER Rubber to fit every shoe; a style to suit every taste, and every rubber is backed up with an iron-clad guarantee for quality.

So don't place your orders until you've seen the many new attractive MINER samples, which will outrival anything you have ever seen in Rubber Footwear.

The Miner Rubber Co. Limited

GRANBY, MONTREAL, TORONTO, QUEBEC, OTTAWA

SELLING AGENTS

Blachford, Davies & Company, Limited,
60-62 Front St. West, Toronto, Ont.
Coates, Burns & Wanless - - - - London, Ont.
Dowling & Creelman - - - - Brandon, Man.
R. B. Griffith & Company - - - - Hamilton, Ont.
J. M. Humphrey & Company - - - - St. John, N.B.
J. M. Humphrey & Company - - - - Sydney, C.B.
Jackson & Savage, Limited - - - - 78 St. Peter St., Montreal, Que.
The Wm. A. Marsh Company, Western, Limited,
72 Princess St., Winnipeg, Man.
The Miner Rubber Company, Limited, 225 Queen St., Ottawa, Ont.
The Miner Rubber Company, Limited,
21 Notre Dame St., Quebec, Que.
The Miner Rubber Company, Limited,
146 Wellington St. West, Toronto, Ont.
The Miner Rubber Company, Limited, 72 St. Peter St., Montreal, Que.



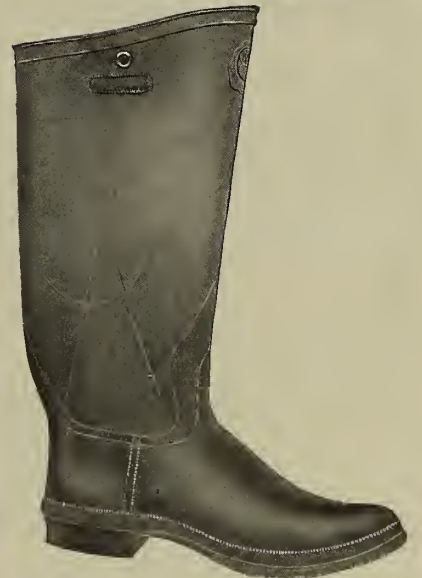


Take advantage of the Perfect Miner Service

You'll find it mighty convenient when you place your orders through one of our many selling agents. You'll have the satisfaction of knowing that delivery of your orders is absolutely guaranteed to be on time.

Give MINER Service a chance to show you how well it safeguards your interests.

Remember when placing your orders that selling MINER Rubbers is simply supplying a demand that is nation-wide.



The Miner Rubber Co. Limited

GRANBY, MONTREAL, TORONTO, QUEBEC, OTTAWA

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- J. M. Humphrey & Company - - - - - St. John, N.B.
- J. M. Humphrey & Company - - - - - Sydney, C.B.
- Jackson & Savage, Limited - 78 St. Peter St., Montreal, Que.
- The Wm. A. Marsh, Company, Western, Limited,
72 Princess St., Winnipeg, Man.
- The Miner Rubber Company, Limited, 225 Queen St., Ottawa, Ont.
- The Miner Rubber Company, Limited,
21 Notre Dame St., Quebec, Que.
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146 Wellington St. West, Toronto Ont.
- The Miner Rubber Company, Limited 72 St. Peter St., Montreal, Que.



KINGSTON TANNERY

That's where the HIGH GRADE STAPLE LEATHERS are made. HIGH GRADE because of good tannage, uniform substance throughout, properly stuffed or fat liquored as the case may be, perfectly set, and because of the good results they show in the cutting room.

These are some of them

Elk in Black and Colors

Russet Oil Grain

Mennonite Grain, Black and Red

Combination, Smooth and Boarded

Russet and Black Collar Leather

Vegchrome, Black and Chocolate

Imitation Gun Metal Pebble

Ooze Splits in Colors and Black

Write to-day for samples and prices

A. DAVIS & SON, LIMITED
Kingston, Ontario

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.

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28-30 SPRUCE STREET

Successor to Turney & Barrett

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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.
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FALL 1914

The Twentieth Century Shoe is as up-to-date as the name implies. The line for Fall, 1914, includes a good assortment of saleable shoes, and should be liberally represented in your stock.

SEE OUR SAMPLES BEFORE MAKING YOUR SELECTIONS



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

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.

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.*

Kleanskak 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

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

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



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

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

Turn Into Money


Your slow and doubtful book accounts. Hand them to the Collection Department of The Mercantile Agency.

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The Collection Service, which has been proved most satisfactory by all users of it, is

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Over Seventy Years Record of Efficiency



Have you seen the new Tango Pump for Men

Made by
The Tetrault Shoe Mfg. Co. of Montreal

Permanent Sample Rooms:
709 Lumsden Building
TORONTO

J. HEFFERING
Representative

THE BARRIE TANNING CO., Limited

Tanners and Hide Dealers

FACTORY AND HEAD OFFICE: BARRIE, ONT.

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| 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:

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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.

"La Duchesse" Shoe Co.
REGISTERED
"Successors to B. Vaillancourt"
Grothe St., MONTREAL

THE DOMINION LINE

for 1914 includes a choice assortment of felt shoes and slippers excelling in Style, Fit and High-grade Workmanship. You should see it. Not connected with any trust or combine.

Dominion Shoe & Slipper Co.

BERLIN - - ONT.



FINE FITTING FELT FOOTWEAR

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



No. 201
Made in nickel plated brass. Telescope to open up from 15 to 27 inches high. Price \$24.00 a dozen. Same stand 12 x 15 inches high, stationary, \$18.00.

P.S.—These stands are the same or even better than you have been in the habit of paying more for—our being the actual manufacturers, selling direct to the public, accounts for the low price.

See large advertisement—pages 20 and 21—February 2nd edition Shoe and Leather Journal.



No. 101
Correct angle for holding shoe in any desired position. Made in nickel plated brass in 3, 5 and 7 inch heights. Price \$3.00 a dozen. Any size.

The Showall Window Fitting Co'y
67 William Street, Brantford

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WOOD-MILNE RUBBER HEELS

STATIONARY SHAPES

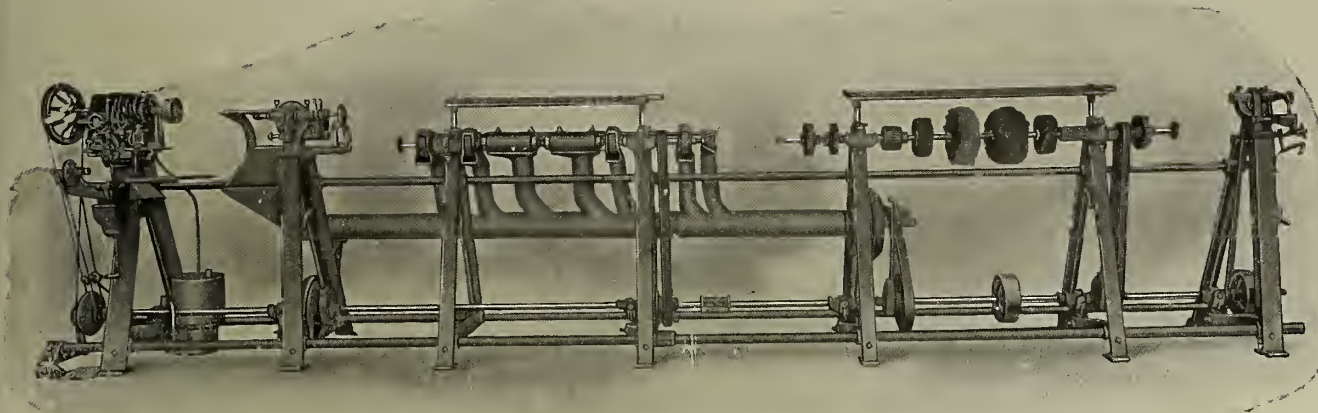


WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

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

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

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

MINER RUBBERS



Our travelers are now on the way to solicit your order with the finest range of Rubber Footwear samples you have ever seen.

Look over these samples before placing your order. We can convince you that MINER RUBBERS are what we claim them to be.

MINER
EANS
ERIT

SPECIAL NOTICE!

Don't fail to take advantage of the
10% discount
allowed for early Placing.

Send to
72 St. Peter Street
Montreal

Blachford, Davies & Co., Limited, Toronto
Coates, Burns & Wanless, London
Dowling & Creelman, Brandon
R. B. Griffith & Co., Hamilton
J. M. Humphrey & Co., St. John, N.B.
Jackson and Savage, Limited, Montreal
W. A. Marsh Co., Western, Limited,
Winnipeg, Calgary, Edmonton
The Miner Rubber Co., F. Maranda, Mgr.
Quebec, Que.
The Miner Rubber Co., Toronto
The Miner Rubber Co., Ottawa, Ont.

for our new cata-
logue. You will be
pleased with it.

THE SHOE & LEATHER JOURNAL



MAHOGANY TAN BAL.

Long receding toe, corded and
stitched tip, blind eyelets, hand
pegged heel

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



Survival Value

What is it? Survival Value is the lasting prestige added to all footwear by the affixing of the **Union Stamp**—it is the surviving standard because:—

- 1st It is a guarantee of honest footwear, made under the best conditions.
- 2nd It is a pledge of expert workmanship.
- 3rd It is the pass-word which opens the sales doors to Union Men everywhere.
- 4th After the other inducements have all been recited, the conclusive and finishing argument is the **UNION STAMP**.

Every shoe bearing the **Union Stamp** retains a sales value of long duration, for no shoe bears the stamp unless it has been produced under the proper conditions and represents honest value.

For mutual profits, better and bigger business, insist upon the official stamp of the **Boot and Shoe Workers' Union**—the only guarantee of Union Footwear.

Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street

BOSTON - - MASSACHUSETTS

JOHN F. TOBIN
General President

CHAS. L. BAINE
Gen. Sec. Treasurer





100 Years of Uniform Success

J. & T. Bell shoe of to-day is not the result of any "flash in the pan," but it is the culmination of a century of observant and painstaking effort on the part of skilled workmen under expert supervision.

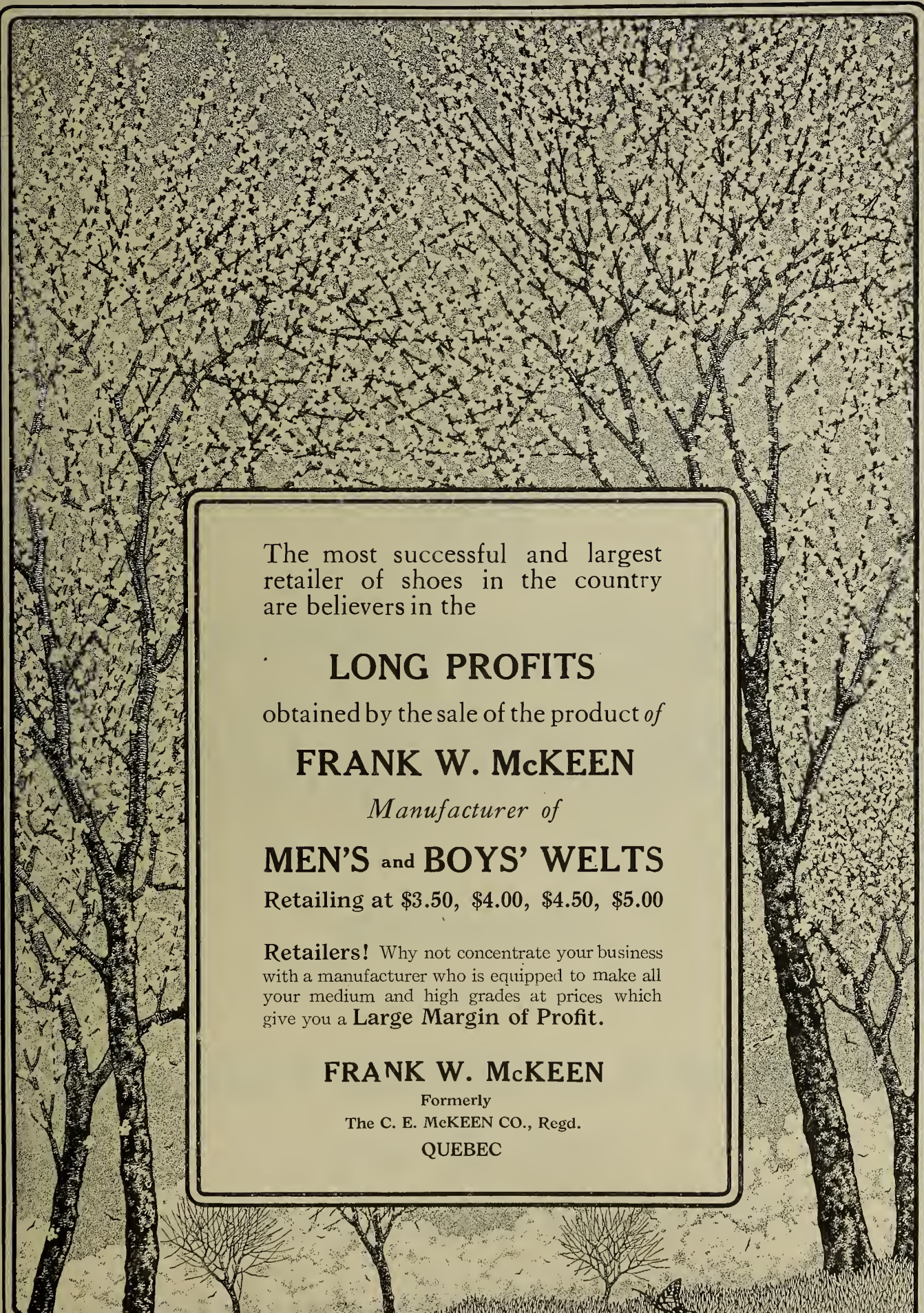
This explains why the name BELL is synonymous with QUALITY everywhere in Canada. It is a leader in style, appearance and real worth. It is pre-eminently the shoe for the exacting buyer who knows values.

We can best express our present and future policy by the ensuing quotation:—

"Made Up to a Standard, Not Down to a Price"

J. & T. Bell, Limited
Montreal

Makers of High-Grade Footwear



The most successful and largest
retailer of shoes in the country
are believers in the

LONG PROFITS

obtained by the sale of the product of

FRANK W. McKEEN

Manufacturer of

MEN'S and BOYS' WELTS

Retailing at \$3.50, \$4.00, \$4.50, \$5.00

Retailers! Why not concentrate your business
with a manufacturer who is equipped to make all
your medium and high grades at prices which
give you a **Large Margin of Profit.**

FRANK W. McKEEN

Formerly

The C. E. McKEEN CO., Regd.

QUEBEC

**DON'T
BE
MISLED
BY
DISCOUNTS
FROM HIGH LISTS!**

Canadian Consolidated Rubber Co.
Montreal, P. Q. Limited

28 BRANCHES THROUGHOUT CANADA

OUR PRICES ARE NET

THIS METHOD
TELLS YOU THE
REAL COST

THIS IS
YOUR WAY
ISN'T IT?

Canadian Consolidated Rubber Co.
Montreal, P. Q. Limited

28 BRANCHES THROUGHOUT CANADA



Don't Listen to the "Just-as-good" Argument!

¶ When a salesman calls on you and tells you that the brand of Felt Footwear he's carrying is "just-as-good" as the Elmira Line, DON'T listen to him! He's trying to deceive you!

*"ELMIRA" FELT SHOES AND SLIPPERS
HAVE BEEN THE LEADERS FOR 13 YEARS*

¶ The high standard for quality that makes "Elmira" famous has always been upheld. The same high grade materials, the same expert workmanship, the same good manufacturing facilities that have won an enviable reputation for "Elmira" Felt Footwear, will enable us to maintain that reputation.

¶ Only those dealers who have sold "Elmira" can fully appreciate what this means. To YOU who have not yet handled our line, we would say: "Start right NOW—you'll never know how much profits you have lost until you get a stock and begin to sell them.

¶ Our 1914 line of Felt Shoes and Slippers will be the most comprehensive ever shown. There will be many new and desirable lines that merit your prompt investigation. See the jobber's samples.

Manufactured by the Elmira Felt Co., Limited
BERLIN - ONTARIO

For FALL 1914

\$ Dollars for the Dealer!

\$atisfaction for the Wearer!

These features are the notable ones in the MURRAY MADE and DERBY shoes for men, and CLEO shoes for women's wear!

Forget the gloom of the past several months—Pin your faith to Canada and her future—for what she is and will be—Money is loosening up, things are brighter and business back to her old stand—GET BUSY!

Buying MURRAY MADE, DERBY and CLEO shoes is as if you were taking out insurance for Profits—SEE THEM BEFORE PLACING YOUR FALL ORDER!

The Murray Shoe Company Limited
London, Ontario

Branch Warehouse—214 Lemoine Street, Montreal, Que.

Seen Tricketts' Samples for Fall 1914?

Jobbers are now on the road, with a complete assortment of the celebrated TRICKETTS' Slippers.

We cannot too strongly urge you to make your selections *early*. By doing so, you will anticipate the needs of your customers, who have already been educated to the many fine qualities embodied in TRICKETTS' Slippers.



There's a most comprehensive assortment for you to choose from, including the newest and most attractive styles in Felts, Velvets, Poplins, Arctic Cloths; Satins and Leathers, etc.

Ask your jobber to show you TRICKETTS' samples. You'll lose many good sales next

fall if you don't, to say nothing of the resulting profits.

When you sell TRICKETTS' slippers you are not handling an experimental line. You are handling a line that has already proven its superiority, and for which there is always an assured demand.

It will pay you to remember this when placing your orders.

Sir H. W. Trickett Limited

Waterfoot, near Manchester, England

Canadian Manager:

J. STEWART ASHWORTH, 16 Manchester Building, TORONTO



Staple Lines for Fall Selling

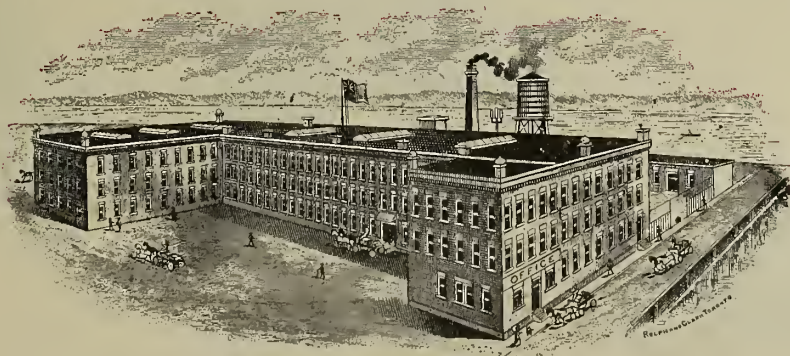
We have not made the "Yamaska Brand" famous by following blindly after every whim of the last maker but by having as our goal the building up of a reputation for *medium priced shoes* for the *average wearer* that is second to none in Canada.

Ultra-modern styles are all right for the few, but remember, that the sale of an everyday "bread-and-butter line" of *superior merit* to the multitude is what brings you the great bulk of your profits.

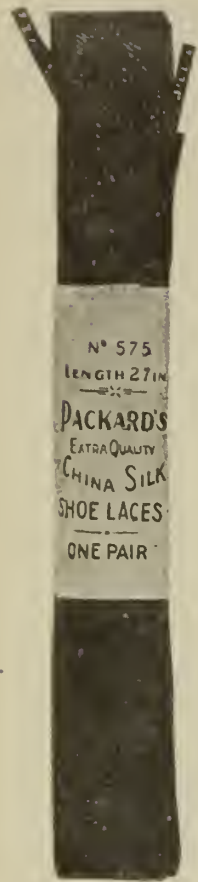
Such a line is that covered by the "Yamaska Brand."

Watch for the "Yamaska" traveler.

La Compagnie J. A. & M. Cote
St. Hyacinthe, Que.



WHEN VISITING MONTREAL CALL AND SEE US



LACES IN SILK, COTTON, LEATHER, MOHAIR, ETC.



FIXTURES IN WOOD, GLASS and METAL



POLISHES OF ALL KINDS.

We are Headquarters for
SHOE LACES
WINDOW and STORE FIXTURES
SHOE POLISHES
INFANTS' SOFT SOLE SHOES, Etc.



TANGO BUCKLES AND ALL THE LATEST NOVELTIES



Canadian Agents for
**O'SULLIVAN'S
RUBBER HEELS**

SEND FOR
OUR BIG CATALOGUE

COMFORT BUNION PROTECTORS



L. H. PACKARD & CO., LIMITED
Shoe Store Supplies - - MONTREAL

BREAK-DOWN BUSTED

BUSINESS BIGGER! BOOTS BETTER!

BRAINS BRIGHTER!

THE WILLIAMS SHOE CO., Limited

BRAMPTON, - ONTARIO

Reorganized, Rejuvenated, Rehabilitated

Mr. S. Mullett, formerly associated with this Company, has been successful in reorganizing this business and more than double the capital of the old Company has been subscribed, and is being paid up in full, thereby putting this Company in a very strong financial position.

Under the capable management of Mr. Mullett, one of Ontario's most successful business men, the future of this industry is assured.

The factory is running again and Spring orders on hand will be filled and shipped as promptly as possible, the plant running night and day in its endeavor to catch up with back orders.

The Reorganized Company bespeaks the hearty co-operation of the trade.

Kant Krack

Buy RIGHT Now and Insure Big RUBBER Sales Next Fall



The strongest proof of the popularity of Independent Rubbers is the ever-increasing demand for them. Each year a larger number of merchants are handling them in order to adequately meet the demands of their customers.



But the biggest increases are coming from those dealers who have previously handled them—sure proof that Independent Rubbers are more than upholding their good reputation for quality.



Let this reputation be of service to you. Let it make big sales for you next Fall.

JAMES ROBINSON

182-186 McGill Street - MONTREAL



Dainty Mode

Your Customers will be Demanding INDEPENDENT RUBBERS Next Fall

and if you haven't got them in stock you are going to lose some mighty good sales. Your customers won't be put off with any other brands. They *know* that no other brands so nearly approach their ideal of perfection in rubbers as *Independents*.

"KANT-KRACK," "DAINTY MODE," "ROYAL" and "BULL DOG" brands are going to win many new customers next Fall. It will pay you to get a good selection in stock to meet this increased demand.

Have you seen my salesman's samples?

JAMES ROBINSON
182-186 McGill 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



“DEFIANCE”

—The Dressy Waterproof Shoe For Particular Men

There are many water-proof and damp-proof (so called) shoes on the market, but most of them are far from watertight. Some that fairly well deserve the name are clumsy and repellent in appearance.

Our new “Defiance” shoe is the first combination of real waterproof qualities with a dressy attractive appearance, dressy enough for any parlor.

It is a calf shoe of very fine grain and exceptionally neat stitching. Has heavy soles, with a special process waterproof welting (note cut) and new waterproof bottom making (both stitching and soling.)

It has a half-bellows special whole piece tongue, of same leather as upper—not ooze Split. Lined with chocolate dongola.

The new mahogany shade of this shoe is sure to make a big hit. Has to be seen to be appreciated.

A solid leather (in every part) shoe with waterproof welting, insoling, uppers, outsoles, absolutely waterproof.

Sold by all the Leading Jobbers of Canada

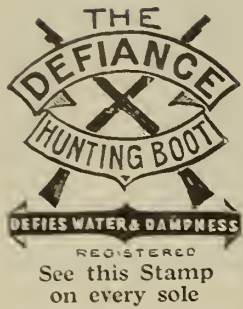
TETRAULT SHOE MANUF’G CO.

MONTREAL

Largest Men’s Goodyear Welt Manufacturers
in Canada—BAR NONE.



See this stamp
on every sole.



Tetrault "DEFIANCE" (Reg'd) Hunting Boot

The only waterproof hunting and fishing boot in existence to-day.

Note some exclusive points:—

- 1.—The new bellows tongue pattern without pockets. Absolutely smooth from top to bottom. Same quality stock as upper. No place for water to lodge.
- 2.—Full Length Slip Sole—Made from Chrome Elk, ensuring wet-proof sole and lightness as well.
- 3.—Raw Hide Waterproof Welting—Comes between the ordinary welting and the upper. No water can enter this usually vulnerable point.

There are other exclusive points that cannot be shown in the cut.

Tetrault Shoe Mfg. Co.
Montreal

Largest Men's Goodyear Welt Manufacturers in Canada BAR NONE.



Discovered At Last!

“Defiance”

(Reg'd)



A really waterproof hunting and fishing boot

We have experimented for over one year with *actual wearing trials in the woods*—in water, slush and trying conditions, especially to see if a boot could be made defying the water and dampness. We have made 72 wearing trials, always to find some trouble either with the upper stock with water coming through at the welting or at the tongue, or else to find that the seams or the Blucher corners would take water. With our 73rd trial we had the satisfaction of overcoming *all* obstacles, and the “DEFIANCE” watertight hunting boot described here is the result.

DESIGN It is designed to fit comfortably. The new bellows tongue pattern is extremely smooth from top to Blucher vamp. (No pockets near Blucher vamp as on other boots, absorbing the water). Tongue is made from same quality of stock as upper. It must be so to turn water.

UPPER Made from “Defiance” mahogany color—the *latest shade* or black “Defiance.” This leather is tanned with a new process, making it absolutely water and damp-proof.

FITTING OF UPPER This boot is fitted in such a way that the seams resist the water. These seams are very smooth enabling the most tender foot to wear them with ease.

SOLE LEATHER The out soles are viscolized and cut from the best oak leather. No soles less than 11 gauge are put in these boots—thereby insuring wearing qualities. Heels are made with one piece lifts and heavy solid leather counters.

SLIP SOLE This full length slip sole is made from Chrome Elk, which is waterproof and is used in order to make this boot so remarkably light in weight—a very essential feature for a hunting boot.

NEWRAW HIDE WATERPROOF WELTING We have a new waterproof Raw Hide welt in between the ordinary sole leather welting and the upper, which stops any water from entering between soles and uppers.

BOTTOM-ING Special process of our own is introduced in the bottoming which demands a lot of hand work and a great number of necessary small details (which we encountered in our trials) and must be carefully looked after to make this the only ALL LEATHER BOOT that positively DEFIES THE WATER.

—Hence the name “DEFIANCE.”

Sold by the leading jobbers of Canada

Order as desired:

No. 5633—“DEFIANCE” Brown Calf—12 in. leg.

No. 5627—American Cream Smoked—Elk—12 in. leg.

Both lines made also in 10 in. and 15 in. leg.

TETRAULT SHOE MFG. CO.

MONTREAL

Largest Men's Goodyear Welt Manufacturers in Canada
—BAR NONE



“STAR” Brand Shoes Are Popular

—More Popular than ever

Our travelers will soon be going on the road with a complete new range of Fall samples in Boys', Growing Girls' and Misses' McKay and Standard Screw Lines—also a splendid range of Infants' Turns and McKays.

We are showing some very fine new designs and lasts in all lines, but we would call your especial attention to our boys lines. They are strongly built, yet neat in appearance, and will give that maximum of wear so desirable in footgear for the average healthy, rough-and-tumble boy.

One of the following travelers will soon be in your district. Study his samples carefully.

A. J. BELAND—Quebec Province

MEDARD GAUTHIER—La Patrie Bldg.,
Montreal

JOHN SCOTT—Manitoba and B.C.

J. A. McLEAN—Saskatchewan and Alberta

FRANK A. GREANY—Maritime Provinces

S. G. BEST—Ontario (West of Toronto)

JOHN CLAYTON—Ontario (East of Toronto)

STAR SHOE LIMITED

Montreal

Makers of “Star” Brand Shoes

In Stock—Styles that Make Sales Shoemaking that Satisfies



STYLE No. 950

Black Satin De Lane Top, Patent Vamp, Light Welt Sole, Button Boot with Leather Kidney Heel, Plaza Last.

Price, \$2.75



STYLE No. 951

Gun Metal, with Calf Top, Medium Welt Sole, Kidney Heel, Plaza Last.

Price, \$2.75



STYLE No. 939

Black Cravanette Top, Patent Vamp, Button, Light Welt, Cuban Heel, Plaza Last.

Price, \$2.60



STYLE No. 706

Patent Colonial Pump, Turn, Spool Heel, Eden Last.

Price, \$2.50



STYLE No. 707

Mat Vici Colonial Pump, Light Weight Welt Sole, Spool Heel, Eden Last.

Price, \$2.50



STYLE No. 708

Patent Colonial Pump, Light Weight Welt Sole, Kidney Heel, Eden Last.

Price, \$2.50

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

“MONARCH” “BRANDON” and “DR. BRANDON”

Easy Sellers and Profitable Lines

Fall Styles for 1914

HOW MANY CUSTOMERS
CAME BACK THIS SEASON?

“THE PROFIT”

says the trolley company, “is in the straps,” “the profit,” says the shoe dealer, “is in the customers who come back.”

It costs, so the merchants say, an average of \$5.00 to get each customer into the store and make the first sale.

Yet what has the unbranded shoe dealer sold, which insures the return of these expensively made customers.

Can't every competitor offer the same shoes he sells? The same terms? The same deliveries?

The “Brandon” and “Monarch” dealer holds his customers.



“STRAND”



“TANGO”



“HOUND”

The Brandon Shoe Co., Limited

BRANTFORD, CANADA

“MONARCH” “BRANDON” and “DR. BRANDON”

Easy Sellers and Profitable Lines

THE “BRANDON” and “MONARCH” SHOES themselves make good. They fit snug, easy, they hold shape and wear and look well.

But equally important from the dealers' standpoint—they can be bought from the “Brandon” and “Monarch” dealer, and from him alone.

Customers must come back.

No price cut can lure his customers away on the “same shoe for less money” basis.

We have an interesting proposition for the dealer who wants better profits and a bigger, more permanent business.

A post card will bring catalogue, trunk of samples or salesman.

**Twenty-one day delivery on
Rush or Mail Orders.**

WAIT

As it is impossible to see all of our customers early in the season. Kindly wait and see our new Fall footwear before placing your order.

Thanking you very cordially for past favors, we are



“STAG”



“REO”



“LIPTON”

In our colors this year we are showing Mahogany Tan, Nut Brown Russia and Tan Russia

The Brandon Shoe Co., Limited

BRANTFORD, CANADA



"Miss
Classic"



Before Placing Your Orders for Next Fall

we would like you to see the attractive "Classic" line. We are convinced that when you see the "Classic" man's samples you will consider it your duty, to *yourself* and *your business*, to leave your orders with our salesman.

The "Classic" line for next Fall is an unusually attractive and comprehensive one. It embraces a wide range of new saleable patterns in women's, misses' and children's shoes.

Don't fail to give it a thorough inspection.

Our Children's Line is the cheapest good Shoe made on the continent

GETTY & SCOTT, Limited

Makers of the "Classic" Shoe

GALT - - - ONTARIO





"The Classic Lady"



Have the "Classic" Guarantee Behind Your Fall Stock

Behind every pair of "Classic" Shoes, whether Women's, Misses' or Children's, is an ironclad guarantee of expert workmanship and good quality materials.

It will certainly be a great source of satisfaction to you to know that every pair of "Classic" Shoes you sell are unreservedly guaranteed to thoroughly satisfy, in style, fit and wearing quality.

You'll certainly be the loser if you don't specify "Classic" Shoes on your Fall Placing Orders.

Our Women's line of Welts and Turns, price \$3.00 up.
McKay's, \$2.50 up.



GETTY & SCOTT, Limited

Makers of the "Classic" Shoe

GALT - - - ONTARIO

MR. RETAILER

- ¶ We take pardonable pride in asking your inspection of a few of our new offerings on the opposite page.
- ¶ These are handsome cuts but they are only faithful reproductions of good shoes fashioned by us.
- ¶ *Astoria, Liberty and Tecumseh* Footwear have that style and class that command the attention of the discriminating.
- ¶ Remember too that with our second factory in operation we are prepared to take care of all your fine shoe requirements.
- ¶ Our young men are on their way to you now. Do nothing for Fall and Winter till you see our lines.

The Cook-FitzGerald Co. Limited
LONDON

Makers of Fine Shoes for Men



A Mahogany Bal.—French Model



A Fetching English Button Model



A Classy Patent Bal.



A New and Novel Wing Tip Style



A Smart Mahogany Bal. with Perforations

The Cook-FitzGerald Co. Limited

LONDON

Makers of Fine Shoes for Men



Two of Our Biggest Sellers

Selected from many more like them

"The proof of the pudding is in the eating."
We do not want any better proof of the popularity of McDermott Shoes than is contained in the fact that the two shoes illustrated here are being sold by the thousands of pairs all over this country.

Recently one morning's orders of the pump illustrated at the top, our No. 224, amounted to over a thousand pairs.

The Women's Button Boot illustrated at the bottom of this ad. is just as popular.

These are only two of the lines which we are showing for Fall. We have many others just as popular. Every shoe we manufacture has a natty style and graceful appearance that makes it a sure seller and a profit maker for the retail shoe dealer.

See our Samples before you order

McDermott Shoe Co.

Women's Shoe Specialists

MONTREAL





Vassar

Peerless!

Minister Myles Shoe Company, Limited

TORONTO, CANADA



Woman's Patent Leather, long receding plain toe, black cravenette top, kidney heel

Exclusive Manufacturers of Women's Fine Footwear

Our Fall line of Women's fine shoes embodies all the details of finish and style that characterize a fine bench made shoe, at popular prices.

Salesmen now on the road.



Woman's Patent Button, long receding plain toe, brocaded broadcloth quarters, Cuban-Louis heel

Relindo Shoe Co.

126 Wellington St. W. - Toronto



Make your repair department pay
Bigger Profits. Install a

Gritzner Hand Soling Sewing Machine

The cheapest and most efficient machine for its purpose on the market. Will enable your repairer to sole a pair of boots in five minutes.

No repair shop too big—no repair shop too small—to have one.

Perfectly simple—simply perfect in operation. Always ready for use and pays for itself quickly by the money it saves.

Net Spot Cash - - - - - \$85.00
\$25 cash and \$10 monthly payments - - - - - 95.00

AGENTS FOR CANADA

C. PARSONS & SON, LIMITED

79 Front Street East, Toronto

LEATHER FINDINGS

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

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

URUS CALF REGISTERED

OUR LATEST TANNAGE  MADE FROM SELECTED HIDES

Tanned by the Very Best Methods and meets the existing demands for a Soft and Mellow Leather, combined with a Tough Fibre. URUS CALF is filled with a Pitch and is as near Waterproof as it is possible to make
* Leather. *

BUY a PAIR and be CONVINCED



NONE GENUINE EXCEPT
MADE BY

Valentine & Martin
Waterloo, Ont.

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

Snappy Lines for Fall Selling

—Just the shoes to tone up your stock

—Not a shelf-warmer in the lot

☞ Herewith are illustrated two samples of the **KINGSBURY** Fall line. Right-up-to-the-minute as usual, you will notice!

☞ Their “chic” appearance and pleasing style will appeal to your particular women customers. We have many more like them.

☞ Our travelers will soon be on their way to you with a splendid range of “**KINGSBURY**” and “**AMERICA’S BEAUTY**” Shoes. Don’t miss seeing these samples!



No. 438
Ritz Pump, Colt Vamp Brocaded
Quarter, Spanish Heel. No. 44 Last.



No. 519—Pat. Colt Vamp.
Brocaded Quarter, Spanish Heel.
No. 49 Last.

Kingsbury Footwear Co.

Specialists in Ladies' Footwear

Montreal

Limited

Twelve Snappy Boys' Lines for Fall

Here are *three examples* of the strong Slater Boys' line for Fall selling. In this line are included shoes for every purpose. They are machine made and withal are an exceedingly dressy lot of samples *and every pair will be up to samples.*

Remember that whether your trade calls for a heavy weather line for boys or a shoe that can be worn to a "party" you will get the value for which "THE SLATER SHOE" is famous, in every pair.

Our travelers are now going on the road with a complete range of these and other up-to-date lines. Ask to see them.



Boys' Pat. Blu. Matt. Top,
Slip Sole. Sample No.
7503. Last No. 700 (Pug.)
Price \$2.25.



Boys' Tan Grain Blu., Slip
Sole. Sample No. 7507.
Last No. 700 (Pug). Price
\$2.10

These Boys' Lines will
cost you from \$2.10 to
\$2.40, except 2 Highcuts
at \$3.15.

Slater Shoe Co.

103 Latour St.

Montreal



Boys' Black Grain 8 in.
high cut; 2 straps and
buckles; viscolized sole.
Sample No. 7510, Last No.
701 (Cub) Price \$3.15.



Women's Pat., Long Vamp,
Plain Toe, Cloth Quarter,
Cuban-Louis Heel



Men's Pat. Leather, Receding
Toe, with Scotch Plaid Top and
Pat. Leather Collar, Beaded and
Stitched Tip, Low Flat Heel.

Two Stunning Samples of the RIDEAU Line for Fall

—Plenty More Like Them

When we say that the Rideau Line for Fall for both men and women contains many stunning samples we are keeping strictly within truthful limits.

We are showing not only a splendid line of well made shoes for every day selling, but also a number of lines of special merit, like the illustrations shown herewith for the man who wants something different from the ordinary run of shoes. Before you order see the Rideau Line of samples. Our travelers will be on their way to you in the immediate future,

Ask to see their complete range.

Rideau Shoe Co., Limited
103 Latour Street
Montreal

SHOE & LEATHER JOURNAL

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Some More New Features in Snappy Fall Styles

The Shoes That Will Find Favor With Canadian Men and Women—A Review of Samples Being Offered in Men's, Women's and Children's Goods—Heels Are Again a Little Lower—Long, Narrow Toes Will Be Popular With Women—Medium High Toe Will Remain a Big Seller in Men's Footwear

"There will be no radical style changes this season." So spoke a leading eastern shoe manufacturer the other day, and his statement expresses in a few words the whole situation for the coming season.

Unless some new idea is conceived that will materially improve the appearance of shoes, dealers do not want to see startling changes in the goods they have to sell. Manufacturers and last makers have come to realize this more and

style seasons at all, but they must realize that competition is the cause of it, and were it not for competition, wearers of footgear would not have the large selection from which to pick and choose as they have today. Neither would the shoe trade in general, have attained the degree of advancement that it has.

So the result is that one last maker is striving to "put one over" on his competitor, the shoe manufacturer is doing his utmost to turn out a more distinctive article than any of his fellow makers, and finally, the retailer himself, seeks lines which will, for appearance and quality, outshine those shown by his competitors.

But to return to facts and figures concerning the new styles, for the approaching season, some very neat lines are being shown by Canadian shoe makers.

Popular Leathers

Tans seem to have fallen off in women's lines, but in men's are still popular, particularly in the darker shades



MEN'S TAN BAL., RUBBER HEEL AND SOLE, MEDIUM RECEDE TOE, BLIND EYELETS—BY THE HARTT BOOT AND SHOE CO.

more as time goes on, with the result that sane, sensible styles now prevail in footwear, and any changes that are made, usually take place during the spring season, hence Fall goods do not variate to any great extent, and the shoe dealer who orders for the coming season, pretty much the same lines as have been proving popular the last few months, can rely on a continuance of demand for these lines.

Nevertheless, certain changes are bound to occur, and every progressive manufacturer is showing new lasts, which, although not differing to any degree from last year, still have their own special points or features. What would happen to the makers who did not offer something new each season?

Certain shoe retailers are sometimes inclined to ponder over the reasons of there being any necessity of having any



MEN'S TAN BUTTON, LONG RECEDE TOE, FAIRLY HIGH HEEL—BY THE HARTT BOOT AND SHOE CO.

Patent will be a strong seller again, in fact, even better than ever before. To a great extent this leather is replacing tans. Gunmetal, the old reliable, will, of course, be strong again.

Velour calf and vici kid, as well as the other leathers, will be distributed about the same as they were last fall season.

Cloth Tops Strong Sellers

Cloth top shoes are predicted to be in strong demand, and a larger number than ever will sell during the 1914 season. A patent leather with plain cloth top is taking,



WOMAN'S COTHURNE, DUCK BILL TOE, LOUIS HEEL
EMBOSSED FABRIC, RIBBON LACED

particularly with the young men's trade and a large sale of this type is expected. The general trend being shown is for a medium toe, with neat lines. Practically all the call for square blunt toes in men's footwear seems to have died within the last year, and the demand has grown for a medium recede toe. The extreme receding lines seen in samples a year or so ago are also observed a good deal this season. Some manufacturers are seeking to boost the sale of tans, but buyers are buying only moderately favoring the darker shades. An inclination is being shown towards lower heels in men's footwear, and to a pronounced degree in many lines. A heavy demand is being shown again this season for water-proofs and heavy goods. Many manufacturers are showing shoes with quartered tips, and some samples are also being displayed with cloth tops having patent leather collars which present a very neat appearance.

Although the light color tans, as we have stated, will not sell any too strongly, at the present time many of the large shoemen think there will be a considerable call for the darker shade tan, something along mahogany colored lines.

Dull Russias will prove a good selling line for women according to the predictions of certain manufacturers. In fact, all styles in women's footwear are inclined to be unadorned, being effective and graceful in their simplicity and neat unembellished lines. A few plain, simple, orthodox shoe is what a number of the factories in Canada are showing. Buttons, high-cut in patent colt and other leathers, with cravenette tops will form a very saleable assortment, but the lace shoe has by no means been discarded, and will be worn by women who claim that they can never get the fit and comfort from a button shoe that they can obtain from a lace one. The buttons used are for the most part very plain and are more numerous of course than when larger and

more dashing metal ones are used. About fifteen buttons to a shoe will still be the prevailing mode. Cuban heels still remain in vogue, and some of the lighter lines being displayed carry the real Louis heel. As regards vamps, no great changes will be noticed. Some factories say they will be a little longer, while others are showing samples on which the arch is, if anything, a little bit shorter than usual, so it is safe to say that the length of them will be practically the same this year as last. The toes, however, as in some of the men's lines, are becoming longer and narrower, and the "duck bill" effect referred to in our last issue, can be seen on many lines. The "duck bill" effect is about the most radical change of the new season, and while they may prove popular, it is more than likely that the call for them will be limited. The fairly long, round toe will be the strong seller again, as it is sensible as well as graceful, and nobody can deny its distinctiveness. Square toes are shown to a certain degree in women's footwear, and will sell pretty much the same as last season. The height of heels has been reducing for the past two years, and this season they are again slated for a reduction. There are, however, many lines carrying the high heel. This type seems to be dear to the feminine heart, especially to that of the short girl, and as a result, there is always a strong call for the shoe with a rather high heel. From a style standpoint, though, they undoubtedly become smaller each season. There seems to be a call for a lighter fall shoe for women, and manufacturers have responded with some lines that are exceptionally light, many single sole samples among them, and even the weights of these soles are less.

Children's Styles Are Natty

As is the case with their elders, children's footwear will not show any great changes, with the exception of the nature shaped shoe, which it is predicted will be very popular this year. Greater attention is being bestowed on the work, lasts, and styles of boys' shoes as well as youths. The advancement made in materials, appearance and build is so marked in all these lines to what was on the market a few seasons ago, that the contrast is both striking and startling. In children's lines, a staple assortment is being shown for the fall season. In babies' and infants' vari-colored shoes are



WOMAN'S BLACK SUEDE BUTTON, MEDIUM PLAIN TOE, CUBAN
TOE—BY JOHN MCPHERSON CO.

again shown strongly, and their popularity is certain to continue. Many button and some lace shoes are shown. In children's, gunmetal in button and lace, as well as patents, will have a very ready demand. These are shown in natural

(Continued on page 53)

Some Problems of the Country Shoe Dealer

How Mail Order Houses Take Away Trade—City and Large Town Stores Also Hurt Country Shoeman—Taking Steps to Remedy this Evil and Retaining His Trade

"My greatest trouble lies in my not being able to limit customers' shoe purchases to the town in general, not to my store in particular. I can fight competition of my own kind easily enough, but when it comes to bucking up against the large town store and city mail order houses, I have to confess that I am up against a stone wall."

So spoke an Eastern Townships shoe dealer to the *SHOE AND LEATHER JOURNAL* when questioned as to what he thought to be his worst problem.

His views are exactly the same as every other country and small town dealer, in not only shoes, but in other branches of the retail business as well.

And it is a very serious problem for the country merchant. The younger generation, unless they remain farmers like their fathers and grandfathers, drift citywards in search of their life work. Moreover, many villages do not possess any manufacturing industries, which complicates the situation still more. There are a dozen different phases to the problem. The average village today is a very short distance by rail or radial lines from some large city or town. The cheap fare, excellent accommodation, and the desire to take a short holiday, attracts many people to the city to spend a day or two, and incidentally, as they really know, a good many dollars that should really go to the home retailer. The very people who are shouting most for a better town, better roads and other such praiseworthy aspirations, you will very frequently find are the worst offenders when buying wearing apparel. They want a brisker and more up-to-the-times town, but when it comes to purchasing a pair of shoes, will turn up their noses at the idea of patronizing the village shoe stores, make an excursion to a larger centre, and in the end, just as often as not, get less for their money in style and quality than they wanted from the home retailers.

The large city mail order house also figures largely in taking away money from the residents in smaller centres.

Don't Take Too Gloomy View

But, after all, is it not quite possible that some country shoe merchants overestimate these difficulties. In the shoe trade, as in every other calling, there is the individual who can never see anything but dark ruin ahead. He magnifies a mole hill and makes a mountain out of it. Needless to say, this chap belongs to the class that come and go, but never stay for any length of time, the class that figure in the daily printed reports of the commercial agencies. Happily, we still have the optimist to show us the way, and the average Canadian shoeman is not of the type that sits quietly back, and permits possible trade to get away from him.

Although the problem in discussion is a live one, and an evil that is growing worse all the time, it is by no means a new one, and has to a large extent been successfully overcome by many shoemen, who took an inventory, as it were, and then used a little generalship.

There is no doubt that the mail order houses have some great advantages that are denied the smaller retailers. But they have great and more than compensating disadvantages that give the smaller retailers the whip hand if they are live enough to rise to the occasion.

One Important Advantage

The shoe merchant who cannot score by emphasizing the superior quality of the service he can render, as compared with the mail order house, is a back number. The very nature of the article he sells is a point on which he can put up his most convincing argument. It is all very well for the housewife to send to a large mail order house an order for



ATTRACTIVE AND WELL LAID OUT INTERIOR OF THE FOSTER SHOE CO'S. STORE IN MEDICINE HAT, ALTA.

dress goods, furniture or some other such article. If the house has any reputation at all for service, she may perhaps get more for her money than she would from the local dealer. But when buying shoes to give a proper fit, more information than the size is required to give the right kind of service, and this can be given only by letting the salesman judge for himself, just what style, size and width best suits the shape of the customer's foot. When a person with an abnormally high or low instep, with corns or bunions, or any other foot ills undertakes to use a mail order shoe, the result is, nine times out of ten, not only annoying, but also expensive. Therefore, here is where the local shoeman should shine. When starting on a campaign to win out against the mail order as well as the large centre store, his first move should be to give each customer the very best fit possible. He must take the stand that no trouble is too great for him if it is to result to the benefit of his patrons. An intimate personal service once rendered will be only the commencement of a series of such services, not only for the satisfied customer, but the friends also. Of course, diplomacy is needed in doing this, but that is a quality that every shoeman should have, and it is taken for granted here that he does possess his share of it.

The Price of Your Shoes

This is one of the problems the country merchant is continually up against, and one which very often affects his trade to a considerable extent. Is it better to sell more cheaply, bending efforts to a large turnover, or to devote more energy to making larger profits on each pair sold. If you are trying to hold trade in your own store, and fight out-of-town competition, ask yourself this question. The former method involves much more labor and selling expense, but in the end, particularly when you are making an effort to have people buy locally, it is the best method. Selling at a lower profit and having a larger turnover will prove more beneficial than would be the result of the easier method. A reputation for quality at a reasonable price is the best asset any retailer can have, and is very productive of business. Moreover, you are fighting the mail order houses with their own weapons, and thus hitting them in a weak spot.

Store Equipment

Have you ever stopped to figure out just why it is that people go by your store and put off buying shoes until they get a chance to run over to some neighboring city? Are you sure your store cannot make the same appeal to them that the other one does? Right here is the cause of the failure of many people to buy from the local stores. They may have been alright years ago, but people today do not wish to shop in old broken-down establishments. Before they can hope for much success many country shoe dealers will have to spend some money installing uniform cartons, a neat show case or two, and giving the shop a thorough renovating and painting. You may consider your present location unfit for a modern shoe establishment, but have you ever considered what a good cleaning would do towards improving the interior. A modern window or store front will do wonders with your trade, if your present one has an old fashioned appearance.

Letting Customers Know

The large shoe stores and mail order houses sell their goods solely by putting them prominently before prospective purchasers in an attractive manner. The local retailer has in every single inhabitant of the town and surrounding country a possible buyer of his footwear. It sounds odd to hear a shoeman talking of the inroads a certain mail order house or some other competitor is making on his trade, when, at the time, one can pick up a copy of the local newspaper, and see a large advertisement announcing the superiority of so-and-so's shoe, and the advantages of ordering through the

mail, while this local shoe dealer is not represented in the paper once in a year's time.

Space is cheap, comparatively speaking, and should be used effectively and constantly. The ad of the local dealer should outpoint that of the outside. To do this attractive copy must be used. Imagination is necessary, but surely the man who lives next door to his customers is in a much better position to appeal to their special interests than is the writer of the mail order concern's advertisements, even though he be a high salaried expert. Advertising must be constant to be effective. One insertion a month will not do. People are buying shoes every day, not the last week of the month, and can be reached only by constant publicity.

Circulars Are Valuable

City people are sometimes overloaded with circulars, but in the country, a good, strong, appealing letter does a great deal of good. Mail in the small town and country district is scarce, and people have more time to read a letter than have their city cousins. Good sensible sales talks will bring results every time. Letters at different periods during the year are found by many country shoemen to be trade pullers. These letters are sometimes accompanied by booklets giving a list of prices and illustrations of stock carried by the store. Considerable space in these booklets can also be devoted to emphasizing the square deal problem, service and quality.

Intelligent Buying

Above all things, the local shoeman must have the goods to back up his assertions, and must have the right quantity in each different line. Otherwise his efforts have been utterly useless. To carry the right kind and the proper quantity of each line, careful buying is necessary.

To be a good buyer a man must be thoroughly posted on present styles, possible changes, and the needs and desires of his probable customers. He must be able to steer a course between tying up too much capital and not having a proper assortment from which to choose—and this is not an easy matter. It is safe to say that there is little necessity for the country shoeman to spend much capital on extreme styles. He has not the same chance to rid himself of them if they don't go well, as has the city dealer. If he is the right kind of salesman he can nearly always suit a customer by showing a more normal style if the quality is up to the mark. On the other hand it is a mistake to take it for granted that his customers care little about style and are all for wear. The country or town buyer has changed greatly in recent years, and is now buying stylish although not freakish shoes. Wear is not as important now as it was formerly, although it still maintains its supremacy for working boots. At any rate, it is much better to buy less than probable needs, making up the deficiency with sorting orders as required, rather than stock up too heavily. This both saves capital and spends it where it is most required. By good buying you will always have a distinctive stock, and by a careful regard and study of the custom to which you cater, your service, advertising, selling, appearance of store, along with your own personality, worked for all it is worth, will forge a combination that offers a solid front to the encroachments of the mail order house, and will educate probable customers to buy where they get best values, which is at your own establishment.

Because they affiliated themselves with the International Leather Workers' Union, W. J. Gibson, president of the Gananoque Harness Works, called the employes together recently and told them they could not come to work on Monday unless they seceded from the union. This they refused to do. On Monday morning the same ultimatum was given to the employes of the Acton Harness Works and not a man went to the bench.

Do You Keep Your Customers' Accounts Straight?

The Way Leading Business Man Lost Profitable Patron Through an Error Which Could Have Been Avoided by a Simple Cash Received System—An Apology to Mrs. Bucklein that Came Too Late

Mrs. Bucklein came into my store one morning expressly to see me. She passed her favorite clerk with a simple nod. This was so unusual for her that I looked hard to see what was the matter. Then I saw clearly something had gone wrong. She sallied right down to my desk. She had a grievance; she was sore about our service; I thought she had blood in her eye.

Now, Mrs. Bucklein was one of my good customers. Her monthly bills often ran up to a good amount. She was easy-going, never questioned my prices; but for one thing, she always wanted the best of everything. Quite natural, I thought, since she paid the bills. And the checks came promptly after the first of the month. So, you see, I was somewhat set back to note she was dissatisfied with us.

"Look here, Mr. S——," she began, "what do you mean by this?" She pulled from her handbag an unreceipted bill. "This account has been paid; I know I paid you a long time

ago. It was paid before I went away. I don't like this at all."

You may well believe I *did* look into it, and quickly too; I had visions of a loophole in my office methods, something loose in handling "cash received." And I had thought my bookkeeping absolutely watertight, and had prided myself on having up-to-date methods of doing everything.

When I found the ledger account showed the account unpaid, I was indeed anxious. Search as far as we might there was nothing to show that a check or money had come to pay it. My bookkeeper was positive that payment had not been made.

She pointed out that the cash account had been in balance right along. Had such an account as this been received and not credited, the difference would have shown up and it would have been searched out at once.

I was thoroughly convinced we had not had payment,



AN ARTISTIC AND EFFECTIVE WINDOW DISPLAY OF GEO. G. GALES & CO., MONTREAL.

and that my good customer was mistaken in her belief that we had.

How to handle the situation was a puzzler at first. In telling my customer that her account did not show a credit for the amount, I asked her to look up the receipt. "This is to enable us," I said, "to tell who received the check or money, and to know who is responsible for the mistake."

Could Not Find the Receipt

She replied that she had been unable to find the receipt, but thought that, in the confusion of getting ready to go away, she had mislaid it. "If I had paid it in the usual way by bank check I could easily produce the cancelled voucher, but the fact is I paid this amount with money, with currency, I had drawn from the bank that day. You see, I drew more money than I needed, as I found, and as I didn't want to carry so much with me in traveling, I used some of it to pay your account."

"Do you remember, Mrs. Bucklein," I asked, "to whom you paid the money?" "That I cannot say," she replied, "As I remember it I stayed outside in my limousine, and sent in my maid to make the payment. Although I have nothing to show for having done this, since I have taken the trouble to come in and explain the matter, I think you ought to receipt the statement which you have sent me by mistake."

This was bringing that matter to a quick decision, and for a minute I didn't know what to do. But I pulled myself together in time to say that I would like a day or two to look up our records more fully, and find, if possible, where the trouble lay.

Mrs. Bucklein didn't like this at all. She said she regarded the matter as settled and wanted a receipt in full for the account. Not getting she went out, in spite of my most earnest solicitations, feeling sore at the store.

Some Would Have Stood Loss

Some storekeepers would have receipted the bill and stood the loss of sixty-five dollars, in order to retain the goodwill and trade of a good customer. But wisely or foolishly I did not. I was convinced my methods were proof against mistakes.

But I didn't know then all I should have known.

Six months later in cleaning out the back of the cash drawer, I found a large envelope bearing my name. There was something crispy in it. I tore it open and pulled out new, clean bills—sixty-five dollars and the original bill of Mrs. Bucklein's. How it ever got there is a mystery.

On examining the envelope I discovered her name written with pencil across one corner. The handwriting seemed familiar. I studied it and found that it had been put there by a clerk who had left my employ months before.

An hour later I handed Mrs. Bucklein a receipt for her account with humble apologies. I hoped the breach might be healed. But I never got back her trade and never will.

This incident set me thinking about defects in my office methods. Loss of trade and loss of profits will set almost any business man to thinking, when he discovers the loss.

Locking Stable Door Too Late

That is just the trouble. The need of better methods is seldom brought home until he has had a loss of some kind. And he doesn't see the loss until after such an incident as this.

I talked the whole matter over with a friend, who was an expert at accounts. He asked me how I made original entries for cash received. I told him by turning to my cash book and making the entry then and there.

"That's all right," he said, "for a small business. But do you know that this method is followed out in your office?"

LIKES THE SEMI-MONTHLY ISSUE

"I think your paper is right up-to-date. When you changed three years ago from a monthly into a semi-monthly you took a decided step forward and one that all live shoe men appreciate. We get all the style and other news fresh and bright. Your articles are also full of general interest and valuable suggestions to the retailer. Your store and window illustrations are certainly very attractive and representative of all parts of the Dominion."

Sincerely yours,

J. T. LAWSON.

Regina, Sask

MONEY WELL INVESTED

"As manager of Stewarts, Limited, boot and shoe department, I have been a reader of your Journal for some time, and always look forward to getting it twice a month. For a shoe man, it is money well invested, as one gets many valuable pointers."

A. T. MARSHALL.

Renfrew, Ont

Do you know that your bookkeeper doesn't sometimes forget?"

I replied that I was not absolutely sure of this. Then he told me what I needed. He told me I should have a simple, yet well-ordered system of receipt vouchers and summaries, such as are used by many large houses; and he showed me why. It was all so simple and easy to understand that I adopted it at once.

By requiring a receipt to be made for every item of cash received in payment of accounts, whether the original bill or statement comes back with it or not, I know the original entry is properly made? "I will draw you up a convenient form," he said, "to be made in duplicate by manifold. You will simplify the work and make it easier by having both slips put in together in pads ready for use. The duplicate should be printed in buff or yellow paper, to quickly distinguish it from the receipt on white paper, which goes to the customer."

The receipt form I use is 5 by 6 inches in size, and, as you will see, gives full particulars of settlement. It shows the date of invoice, description, the total of cash received, allowances and returns, and total credit. It bears a consecutive number and, of course, the customers' name and address.

Having sent or delivered the receipt the duplicate is filed in the cash drawer. This slip then becomes a credit ticket, and is handled exactly as your deposit ticket is handled by the bank. You know banks do not make cash book entries of deposits or checks. They simply post the deposit tickets and checks direct to the customer's accounts. They prove the correctness of this work by making summaries and comparing them with the teller's lists. This saves double work.

Now, I handle the cash received slips in the same way. I sort the day's slips in order of the consecutive numbers and list them.

The numbers of the slips are also listed and the items for each of the four columns added. The totals are placed at the bottom and posted direct to the controlling accounts as debits. Each slip is then posted to its proper account as a credit. This is all there is to it.—By A. St. Elmo Lewis, of Burroughs Adding Machine Co.

A Splendid Money-Making Line for the Shoe Dealer

Have You Ever Thought of Installing a Traveling Goods Department?—If You Have One, is it Paying?—
Its Value in the Shoe Store—Initial Stock Required—Displaying Goods

You are in the shoe business for the money you will make out of it.

It is needless to impart to you this information, as you are no doubt aware of it yourself. However, the remark is made because it naturally leads up to the question—are you employing your capital to best advantage?

Traveling goods as a side line will result to your profit if handled properly, and given a little careful attention once in a while. There are many shoe retailers throughout Canada, however, who have never given the idea of having a traveling goods department a thought, or if they have, never considered it sufficiently important to investigate to any extent or to push it. This applies not only to the man who has never tried to sell trunks, bags, and suit cases, but also includes those dealers who purchase three or four bags, a trunk or two, and stow them away in the rear of the shop where they will not be seen from one end of the year to the other, and then tell their friends that the traveling goods department is "a frost as a side line," and a shoeman had much better concentrate on shoes alone.

We believe in the principle of specialization. As a rule the more one concentrates one's energy, the more fruitful are the results. But, like every thing else, specialization can be carried too far, and the most progressive shoemen have come to realize this.

The merchant who is having the greater success is he who awakens to the trade winning possibilities of what are usually considered side issues in the shoe store. Any article in keeping with the general conception of your store that will bring a greater number of people inside your door more often, is one that you should have on sale. Trunks and bags are not usually well displayed, nor are leather novelties. You may be very sure that three out of every six of your present customers buy a trunk, a suit case, or a bag sometime during the year—and mayhap more than once. If these customers have their attention properly drawn to these lines every time they enter your store, they will want to purchase more frequently—and when they want to buy, they will think of your shop. Further, you will admit that, if you, a shoe merchant, have made friends through the sale of a bag, a shoe sale in the near future is likely to be the result. In that way, both the main issue and the side line work hand in hand for your greater success.

Prospects in Your Town

Before you go any further, size up the situation in your own town. What prominence is given to trunks, bags, and so on by the other stores? How are they displayed? What lines are sold and to whom are they sold? If the aver-

age shoeman does this, he certainly will not find any reason why he should not be doing a regular trade in traveling goods.

Goods Profit Margin

An additional inducement lies in a consideration of the profits to be made from this department. Traveling goods are sold by Canadian manufacturers with an average discount of about 33 1-3%, with, of course, the additional discount for early settlement of bills. Figure out the first opportunity you have, the running expenses of the traveling goods department. When worked in conjunction with the shoe end of the business, the expense is practically nil, as you have really no more overhead expense than is incurred through the shoe department. You are employing otherwise empty corners of the store profitably. Your salary sheet grows no more, and your lighting and rent bills remain the same with the department as they would without it. You are tying up very little capital. Suppose you invest \$100 as a start off, what of it? Could you invest it more profitably, or in fact, as profitably in shoes? Moreover, as was said at the beginning of this

article, it draws prospective shoe customers into the store and induces them to make a double purchase.

Initial Stock Required

A good start can be made by the average dealer with a dozen or fifteen different style trunks, ranging from \$2 to \$5 wholesale. Stock up with one, or at most with two sizes in each style, in accordance with whatever space you have 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 brain work, along with the aid of a reliable salesman from one



SELECTED ENGLISH COWHIDE CLUB BAG, TAN COLOR, GERMAN FRAME

of the traveling goods manufacturers will enable you to install a first-class initial stock at anything from \$75 up to \$150. Of course, you will not be able to stock \$20.00 bags, but there is no need of doing so. The average purchaser does not require anything so elaborate as a \$20 or \$25 unfitted bag or suit case. There are sales of this type to be made very often during the year, and it is a good idea to have a real good sample of each article, that is trunk, bag, and suit case on hand. This, however, is looking ahead a little, and it is best to carry only a fairly medium-class line of goods at the start. Although you will receive demands now and again for high class stock, the purchaser is generally looking for a cheap serviceable article, and is willing to pay about \$10 as an average price. The locality in which a business is being conducted, and the trade being handled naturally affects the average price of all these articles.

This is the principal factor to be considered, after decid-

ing to boost the department, as the success of it depends largely upon what degree of prominence is given to it at the beginning. To familiarize on the minds of patrons and prospective customers, the existence of such a department, trunks, bags and suit cases must be conspicuously placed, and even at the risk of overcrowding, a strong initial display should be made. Why, the very fact of a little overcrowding for a few days is a strong lever by which to attract attention. By merely placing them on top of shelving and wall fixtures, you will, we grant, attract the attention of some people, but this is not what you are after. You are out to catch the attention of every single prospective buyer.

However, to select a permanent location or show place is bound to necessitate some thinking and a little natural genius for display. Your trunks you can perhaps use as a dividing line between the men's department and the women's, if the former and latter each occupy one side of the store. Think again, and figure out how you could best use that empty space between the ceiling of the office and the store ceiling.

Suit cases, hand bags, and other leather goods can be kept on spare shelves, preferably with glass fronts or in any spare corner fitted up for the purpose, provided it is dry and clean. All shoe stores, although having many mutual features, are unlike, and therefore, every shoeman will have his own problems to meet in this particular, but a little forethought will enable him to solve these satisfactorily. For surplus stock, you can probably use some part of the cellar or whatever storage room you are accustomed to employ. One great advantage of carrying and selling traveling goods is the possibility of ordering and receiving goods in a very few days. You can, to be exact, make many catalogue sales, that is let a customer pick out his choice from the manufacturer's catalogue, telegraph the order, and receive at the store, your order within a week or less. This is a distinct advantage, and it is not exaggerating to say that it is being done daily by hundreds of shoemen.

There are many sides to the conducting of a traveling goods department, such as advertising it, different petty problems connected with it, and so on, which space does not permit us to discuss in this issue, but which will be mentioned again in our next edition of the SHOE AND LEATHER JOURNAL.

Scarcity of supply in walrus, sea lion and other novelty leathers used in the manufacture of bags and cases promises to be relieved during this year if the catch of Japanese hunters is as large as conditions indicate. The increasing popularity of walrus and seal for bags and cases has created a demand for such leathers beyond the ability of tanners to supply, and a leading western firm say they cannot get sufficient skins just at present.

Comparatively few real walrus skins are used in this trade, those of the young animals being the only kind tanned for the purpose. Most of the walrus leather seen in traveling goods is made from the larger skins of seals. Walrus leather is chiefly used for buffing purposes.

According to a report of Consul-General Thomas Sammons at Yokohama, a Norwegian steamer which outfitted at Seattle in the spring of 1913 put

in at Yokohama in the autumn after two months of walrus hunting in the Bering Sea. The catch amounted to about 900, some of the bull walruses weighing fully a ton.

The returns from oil, ivory, and walrus hides are expected to make the venture highly profitable. It is reported that an unlimited number of walruses were seen, but that it proved difficult with the devices available to capture them. It is now proposed to send the vessel on another expedition in

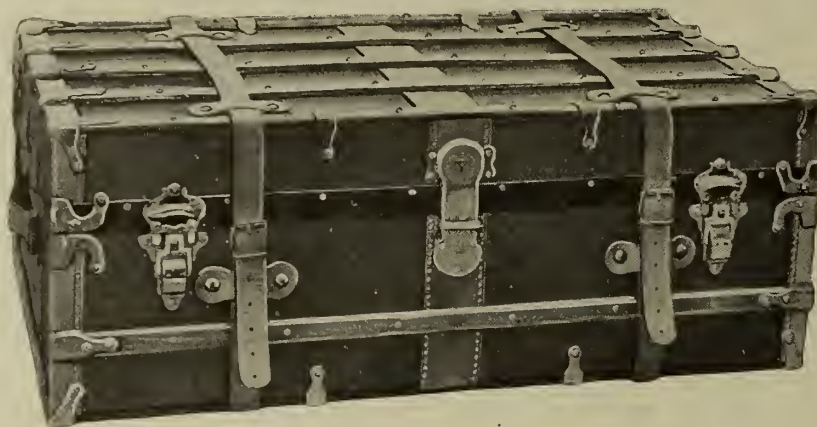
1914 with better equipment.

An effort may also be made to locate the island or cove where it is reported the skeletons of many walruses may be found. The value of the ivory to be secured from the alleged walrus graveyard is thought to warrant a careful search.

The Japanese anticipate a considerable trade in the skins of sea lions captured along the shores of the Kurile Islands. Samples of the skins already secured are on exhibition at the commercial museum in Tokio. The Department of Agriculture and Commerce

obtained 135 sea-lion skins in 1912 and had them tanned at the Marine Products School and elsewhere. The skins turned out to be soft, strong and waterproof suitable for making shoes, hand bags and trunks. They are also extremely cheap, and the supply is said to be almost inexhaustible.

The illustrations used in this article are shown through courtesy of J. Eveleigh & Co., Montreal.



HEAVY CANVAS COVERED STEAMER TRUNK WITH STRAPS



RUSSET HEAVY COWHIDE KIT BAG, HAND-SEWED CORNERS, ENGLISH FRAME

A Shoe Store That Possesses Latest Equipment

Thoroughly modern in all its appointments and with an attractive and artistic interior, the shoe store of the C. E. McKeen Co., which was opened on Yates Street, Victoria, some months ago, is doing a splendid business under the management of Chas. L. Griffin. The store is 107 feet deep and the shelving is of the single carton system, a tasty uniform label prevailing throughout. Each shoe is distinguished by a number and the stock arrangement is complete in every respect. The floor is nicely carpeted while here and there palms are placed on top of the shelving. An attractive line of findings is displayed in two handsome cabinets which have sliding glass doors. These are located at the end of the shelving and right at the front of the shop.

The firm believe in neatness, order and arrangement, and are noted for the particularly attractive windows which are installed. On any special occasion or in honor of any demonstration the C. E. McKeen Co., are sure to put in a display or picture which will attract attention. The one shown in this sketch was placed in position during the water carnival last summer. The windows are brilliantly illuminated and possess large mirrors with solid mahogany woodwork. The men's and boys' department, and ladies' and children's department are decidedly smart and tasty in arrangement. In the latter branch there are lounging chairs, writing tables and artistic mirrors, while a flood of light is admitted through the skylights. The store is also brilliantly lighted by electricity with twenty 60 watt candle power lights and several candle power lamps in



THE HANDSOME STORE FRONT OF C. E. MCKEEN CO., 747 YATES ST., VICTORIA, B.C.

frosted globes. The new store of C. E. McKeen Co. is certainly a credit to the shoe shops of the Capital city of British Columbia, and is both practical and magnificent in fittings and design.

What Is Meant By "Service"

It is said that every man has a hobby, and the hobby of the writer has always been and is "Store Service." It makes no difference how much merchandise a man buys, no matter how tempting the assortment he offers his patrons, no matter what advantageous circumstances govern his management of the store, he will not get ahead unless his service is tuned up to high efficiency.

Now, just what does service mean? It is a big, broad, comprehensive word, comprising only two syllables. It is often misused and ill-used just as is the word efficiency, or the word quality, or some of the other terms which have been bandied back and forth in the controversy accompany-

ing the discussion of modern business. But, analyzed, service consists in that which makes it attractive for the public to buy, and buy under the most advantageous circumstances. The store where service is emphasized to a proper degree will be filled with clerks who are correct in their attire; prompt and attentive to every wish of the customer; the spirit of harmony will prevail, and unity will characterize all of the activities of the establishment, from the placing of advertisements in the newspapers to the delivery of goods at the patron's residence.

Here are just a few examples of what service is not, and all of them are facts: A certain woman who is fortunate enough to possess four boys and a wealthy husband, is a large buyer of shoes in the junior department of a great

mid-western shoe store. Recently she purchased shoes for her boys to the amount of \$22 and was assured that the goods would be delivered to her suburban home, on the city car line, the next day. Four days later they were received, and then only upon a strenuous second request. The result is the store has now lost the custom of this woman, and that of her four boys, who otherwise, in a few years, would be buying the highest priced shoes in the store.

A friend recently went into a tailor shop to leave his measure for a new suit of clothes. The young man who endeavored to help him choose a cloth was deeply engrossed in a cigar, and paid more attention to it than he did to the prospective customer. The result is that this store made one suit less during the season than it otherwise would have done. No prediction as to loss of future business.

A woman entered a shoe store and was being fitted for a pair of shoes, when the clerk was called to the telephone. He returned and a few minutes later was called away again. This time he was gone three or four minutes, and when he returned, the only business that occupied his attention was putting shoes back on the shelf. The customer had fled.

An Aggressive Quebec Firm

The senior member of the enterprising firm of Dupere & Garant, 610 Rue St. Valier, Quebec, is Alf. Dupere. He is well liked and well thought of by the trade in both the province and city of Quebec, where he has had dealings for a number of years. Mr. Dupere was born in Levis, April 20, 1870, and received his education at Levis College. He served as apprentice with a shoemaker and worked several years in a factory. In the year 1894 he became manager of the shoe and rubber department of the Campbell Shoe Co., where he served five years. His next position was with the W. A. Marsh Co. Among other posts that he has filled was manager of the rubber depart-



ALF. DUPERE

ment of Jobin & Rochette, and salesman for Fiske, Limited. He has been in business now for three years and has developed a very large and profitable trade, representing, as he does, several leather, cotton thread, dressing and findings establishments. Mr. Dupere has for some years been the correspondent of the SHOE AND LEATHER JOURNAL from Quebec, and keeps the readers of this paper fully advised of what is transpiring in that thriving shoe centre.

Alf. Garant, who is junior partner in the firm of Dupere & Garant, Quebec, is a native of the Ancient Capital, where

he was born in 1881. He took a commercial course and then spent some time in New England as a shoe cutter, working in Haverhill and Brockton. He later took charge of the cutting room for Goulet & Garant, which position he filled for some time. He was next in the service of the Louis Gauthier Co., as assistant foreman, and about two years ago formed a partnership with Mr. Dupere. The partnership



ALF. GARANT

has been mutually beneficial and has resulted in building up a fine business. The firm import supplies from England and various European countries as well as United States, being jobbers and importers of upper leathers of all kinds, sole leather, rubber cement, leather laces, cork insoles, etc.

A Like Retort

A dapper young shoe clerk fitted a number nine over a farmer's yarn sock. "When you get these on," he smilingly remarked, "you can sing, 'How Firm a Foundation.'" The farmer answered not a word until the number nines were on his feet and his old shoes in a neatly wrapped package under his arm, says the Philadelphia Ledger. As he reached the door he smilingly said, "And you can sing, 'A Charge to Keep I Have.'" "

"Tango" Bootee the Latest

The "tango bootee" has now made its appearance. It was first shown recently in Chicago, where it was ordered of a retailer of high-grade, custom footwear. The unique feature of the boot is that it laces up the back, starting at the counter, says the Shoe Retailer. It is a three piece, light welt, plain vamp shoe made of kid. It has a seam in the front, is finished at the top with a collar of cloth of gold with a row of rhinestones at the upper edge and further adorned with a buckle in the usual position on the vamp. The buckle is novel in shape, made of leather with a row of rhinestones set around the edge; next two rows of black beads and then another row of rhinestones, leaving the centre plain. The heel is 1 5-8 inch Cuban-Spanish, covered, the boot eight inches high, and a shoe spoon is required to put the boot on, but the feat of lacing it up the back is quite difficult. The effect is pretty, but if the style should become popular the merchants will have to install new fixtures of some sort to facilitate the lacing-up process. Who can suggest the proper device?

The Circular *vs.* the Trade Press

¶ "I had not made a personal investigation of the retail situation for a year or two," said an agency solicitor and service man, "and I thought I would go out and get a line on it as a help to preparing a trade circular.

¶ "And what do you think I found? Why, some of the retailers I saw were getting fifty and sixty circulars a day! The worst was in the grocery line, but the shoe line was almost as bad. Read them? What a chance! Nine-tenths of them went to the floor and were swept up unopened.

¶ "I have had some experience as to the waste of dealer literature before, but the condition to-day surpasses anything I have ever seen. It has grown much worse in a single year. There is no doubt about it, the dealers are being frightfully over-circularized."

¶ If that is so, and of course it is, what becomes of the specious claim of "exclusive attention" made for the trade circular or prospectus? What sort of impression does the retailer get of national advertising when he sees, daily, this enormous waste of advertising effort, and compares the inflated claims of many advertisers with respect to consumer advertising with their failure to get a hearing from him, the very first milestone on the way?

¶ Multiply this waste of trade circulars by their cost, both in postage and printing, and then draw a direct comparison with the same message when put through the columns of the trade press, the standardized medium for reaching the dealer. Of course, the efficiency of the trade papers in different industries varies; but as a rule there is at least one first-class medium in each field.

¶ There are several good reasons, aside from cost, why the trade circular should not be thoughtlessly used, and why advertisements to the trade should be made preferentially in the trade press. One of the reasons is that the trade press represents an organized attention and medium of publicity, comparable to a clearing-house or public market. At a certain stage in the development of an industry or business, it comes almost automatically into existence to economize the effort and cost of doing business previously being done in an unorganized way. So far from having its publicity-power weakened by the increase in its advertising pages by the apparent increase in competition between advertisers, the very reverse is true. Because with the growth of size goes the growth of income or means of improvement, and with improvement, prestige and power. From either the retailer's, or the advertiser's point of view, this condition is ideal in that it fixes the time, the place, and, as far as possible, the character of the advertising appeal. It makes an appointment with a high percentage of the paper's readers, and if it has a real message to deliver, keeps it.

¶ Dollar for dollar, effort for effort, idea for idea, the opportunities for cashing in are much greater in the trade press than in the trade circular. Some advertisers talk of putting more ideas and more power into their trade circulars to lift them out of the ruck and give them a better chance at the retailer's attention. Why not put the same time and effort into the trade-paper copy?—Printers' Ink.

A Good Start in Repair Line



After being in the employ of the Great West Saddlery Co. of Edmonton, for over two years, George E. Girling, who has had an extensive experience in shoe repairing in the Old Country, has gone into business in his own behalf and has leased premises at 332 Kirkness street, Norwood, Edmonton. He feels that

a large opportunity for future success lies in the trade which he followed so long before he came to the Dominion. He has installed the latest machinery and hopes to get his share of the boot repair jobs from the seventy thousand people of the Capital city of Alberta. Mr. Girling carries with him in his new venture the best wishes of his late employers and the only reason of his branching out for himself is that he believes there is more money to be made by him in his own trade.

His motto is "Good Service, Good Leather, and Good Workmanship," and "the Best is the Cheapest in the End." Mr. Girling has issued some decidedly attractive and catchy literature and says that his hours of business will be from eight o'clock to six thirty and on Saturdays from eight a.m. to nine p.m., and he adds rather pointedly, "When your shoes are promised at six o'clock they will be done at six o'clock."

His schedule of prices is:

| | |
|---|--------|
| Gent's Shoes Soled and Heeled, Nailed or Sewn..... | \$1.25 |
| Gent's Shoes Soled and Heeled, Handsewn..... | 1.50 |
| Gent's Shoes, Heeled only..... | .40 |
| Gent's Shoes, Soled only, Nailed or Sewn..... | .85 |
| Gent's Shoes, Soled only, Handsewn..... | 1.10 |
| Ladies' Shoes, Soled and Heeled, Nailed or Sewn.... | 1.00 |
| Ladies' Shoes, Soled and Heeled, Handsewn..... | 1.15 |
| Ladies' Shoes, Heeled only..... | .25 |
| Ladies' Shoes, Soled only, Nailed or Sewn..... | .75 |
| Ladies' Shoes, Soled only, Handsewn..... | .90 |
| Gent's Rubber Heels..... | .50 |
| Ladies' Rubber Heels..... | .40 |
| Machine Patches..... | .15 |
| Invisible Patches..... | .25 |

The following is a copy of circular which he sent out to the residents in his locality a few days before he opened his doors. It is well worth reading by the shoe repair man as the talk is honest and straight to the point.

For some time you have been looking for a man who would repair your shoes efficiently and turn them out equal to new ones; who would get them done to time as promised (not a day after); who would give you the very best of workmanship; who would charge you a fair price in return for real good service rendered. My many years experience in the shoe business I place at your disposal and respectfully solicit a share of your patronage; a trial will prove you have found the man that will give your repairs the attention and interest you are entitled to. Did you know shoes repaired with iron rivets rust in the leather and ruin and shorten the life of your shoes? It is my intention to lengthen and preserve the life of your shoes by using brass rivets; shoes repaired with iron rivets usually bear soling once, whereas with brass rivets and careful workmanship they will bear three or four soles. This means a great saving in your shoe bill, especially where there is a family.

The leather used will be well seasoned to give the best results, and will last longer

than the usual custom of using it direct from the tanneries.

The sewn work will be done by hand or machine, whichever is desired. Satisfaction guaranteed either way.

Trusting to be favored with a trial.

Yours for Good Service,
GEO. E. GIRLING.

With One Old and One New Shoe

It pays a merchant to live up to his advertising in both letter and spirit. Doubtful tactics, sharp practices and sly subterfuges never yield any rewards.

Tell the truth and stick to it, no matter what it costs. It gives the best returns in the end. This sound principle has been laid down so many times that re-iteration seems useless and purposeless. Yet there are still some so-called "clever" things pulled off in certain establishments. The latest instance coming to light appears to have been in a shoe store in the west.

At the regular meeting of the Calgary advertising club, held a few days ago, Mr. Rankin, the chairman, related the following that a certain boot and shoe retailer in that city advertised that for eight hours on a certain day he would sell to the public any pair of boots or shoes in his establishment at half-price, and a certain citizen went there to purchase. He had been accustomed to buying his shoes at this store and though he had recently purchased a pair he thought as he could get a regular \$6.50 shoe for \$3.25, it would be worth his while to order an extra pair. He went into the merchant's and upon it being known the class of shoe he wanted, the clerk asked him for the newspaper coupon. As he did not have it, he was told that he was not eligible to purchase and so he went away and getting the coupon came back after luncheon. He was trying on the pair of shoes he wanted and had one on, laced up, and was about to put on the other, when the clerk told him that the class of shoes were not to be sold like the others at half price.

The citizen asked the clerk if the advertisement did not state that every shoe in the store would be sold at half rates, to which the clerk replied. "Well, of course, you know that we cannot let this kind of shoe go at that price," or something to that effect. The citizen then laid down \$3.25 on the counter and taking up his second old shoe which was lying beside him, he left the store with one new shoe and one old shoe on, but did not get the second shoe, as the clerk pulled it out of his reach.

This man subsequently went to the Ad club and asked their assistance. They were met with several excuses, one of which was that the eight hours' time limit had expired, another that the purchaser was abusive, etc. I asked the citizen to call upon me, and after hearing the full resume of the facts, the club's solicitor took the matter up, with the result that the merchant advised that if the citizen would call at his store the second shoe would be forthcoming.

When They Both Pull Apart

Who is it that makes a success of a certain line of shoes on the road? Is it the traveler or the manufacturer? "This has always been a debatable question," declared a shoeman the other day. "Sometimes a traveler goes out, has a good connection, builds up a line, establishes agencies for it, makes suggestions to the house which they adopt and in the end he imagines that he is "it," so to speak. He forgets that the factory has gone a long way to follow his pointers, accept his ideas and back him up in every conceivable manner. This fellow is apt to get a swelled head and if he does not look out will soon be riding for a fall. On the other hand there is such a thing as the factory flying a little too high in its own ap-

preciation of itself. Many a manufacturer thinks that he is turning out such a high class, stylish, well-made and elegant product that the goods will almost sell themselves and that a traveler is a mere order taker. He imagines that the name of the factory and the simple mention of such and such a shoe will cast a spell over the retailer and make him rush to a sample room in order to give his order before others get in ahead of him. There must be co-operation between the manufacturer and the traveler. When either one begins to think he is it, or that his service or connection is indispensable then it is time for a head with such an inflated conception to be punctured. No man is really necessary to any institution and no institution is going to be demolished owing to the removal of one lone individual. It is, therefore, important that both the manufacturer and the traveler should be able to see beyond their own orbit and recognize the law of interdependence. One of the best things in this world is perspective ability, to see things from the other chap's viewpoint occasionally. There are faults on both sides and sympathy and mutual assistance as well as mutual concessions will go a long way towards carrying a firm or its representatives over the rough stoney path of everyday trials and difficulties."

Very Useful Premium Plan

A leading Eastern shoe dealer is offering choice china dishes as premiums on purchases amounting to \$5, \$8, \$10, etc. He says in his advertisements that it is not necessary to purchase this sum all at once, but that checks may be saved. Then when added together and they bring the amount desired, the premium may be chosen. The premium plan is very simple and several illustrations are given on neatly printed literature which is sent out to a careful mailing list. A copy of the artistic announcement is also put in each parcel or carton. The proprietor writing the SHOE AND LEATHER JOURNAL says scores of his customers have been delighted with the decorative table pieces that they have secured. "Any woman prizes something nice for the table or the buffet, and I believe that I have hit upon a gift scheme both useful and ornamental. I allow all cash register tickets to count in the total sum and, of course, the larger the aggregate, the better is the premium," he adds.

Profit Sharing Plan Works Well

The annual dinner in connection with the Rossendale Shoe and Slipper Trade Managers and Foremen's Association was held in Victoria Hall, Waterfoot, England, on February 6. The event passed off very pleasantly, there being ten delegates present as representative of kindred associations in various parts of the country. The meeting was presided over by J. T. Lord, a director of Sir H. W. Trickett, Limited, and among the speakers was Oliver Eatough, who delivered a very instructive address in response to the toast of "the trade of Rossendale." He spoke of the progress that had been made during the past 25 years and added the development of the local slipper trade had been phenomenal. Today the productions from the various factories in the valley found a ready market in almost every country under the sun. Mr. Eatough went on to emphasize that if it had been possible for such a record to be accomplished in the life time of many of those present, what ought they not to expect in the coming 25 years? He urged upon the foremen and managers, as well as the manufacturers, to encourage the young people in the factories to take advantage of the training which they may receive in the technical school. He also thought that employes should improve their minds by keeping up-to-date and reading trade papers and other literature, as the responsibilities were increasing day by day, so that it was essential that they should keep abreast of the times. He

spoke of the advantage of seeking perfection as nearly as possible in their work, and in conclusion said that during the past three years, the directors of Sir H. W. Trickett, Limited, had made an experiment in the direction of profit sharing by giving a few of the principal foremen an interest in the profits and the experience had proved that in doing this, they had not only helped them but they had also helped themselves, as the interest thus created was more than made up for any profits that the firm had paid out to their various foremen. At the beginning of this year, the firm decided to further extend their profit-sharing to the rest of the foremen and under-foremen, and they looked forward to 1914 as being equal if not better than previous years. He mentioned this matter in order to throw out the suggestion that the closer the manufacturers and the foremen, as well as the work people, could get together, the greater their success would be. He trusted that the future of the industry might make in the days-to come, greater strides than had been made in the past.

A Veteran in Eastern Trade

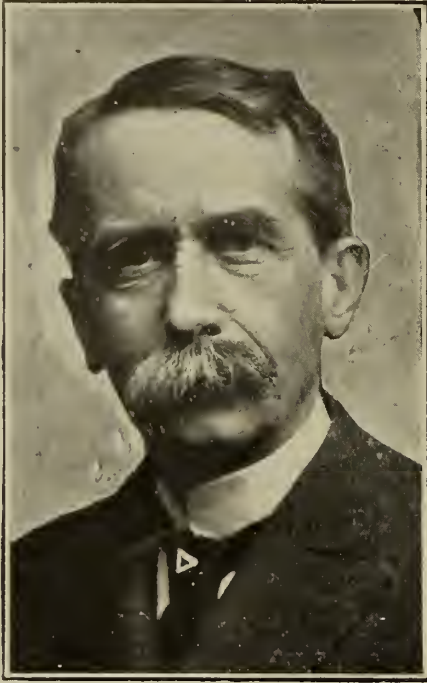
One of the veterans of the shoe trade in the eastern provinces is Richard Roach, who resides at St. John, N.B. He has been identified with the business in various capacities for about 40 years. Few men are held in higher esteem or greater respect. In his native town of Sussex, some forty years ago, the business men and others, established a steam tannery and shoe factory. Mr. Roach was among the number and for several years the industry did quite a large, but not a paying trade. Then Mr. Roach went to Montreal and



brought the Jas. Whitman & Co.'s goods to the Maritime provinces and for eighteen years succeeded in doing a splendid business with that line. Since then, he has been with the W. B. Hamilton Shoe Co., whom he has represented for the past sixteen years. He began with this Toronto house when the late W. B. Hamilton was president. He has since continued with it under the progressive direction of W. A. Hamilton. The accompanying picture is a snapshot of Mr. Roach, as he was leaving his house with his overcoat and hat on. It was taken by his daughter.

Death Ends Honored Career

Many friends in the shoe trade from one end of Canada to the other, have learned with regret of the death of L. H. Packard, head of the firm of L. H. Packard & Co., Limited, Montreal. He began life as a cobbler, later branching out



into the manufacturing line and developed one of the largest businesses of its kind. He was a man of wide influence, strict integrity and high ideals, and throughout his career, maintained a clean and progressive record. Mr. Packard was one who would scorn to do a mean trick or an underhand act. His life was an open book and his course one in every way worthy of emulation. For some time he had not been very well and had lately been confined to the General Hospital, where an operation was necessitated. This proved to much for his weakened condition and the end came on March 6th.

The firm of L. H. Packard & Co. have long been headquarters for shoe laces, window and store fixtures, shoe polishes, infants' soft soles, etc., and the business will be continued the same as formerly. Edward Packard, brother of the late L. H. Packard, has been elected to the office of president of the firm, with whom he has been since his boyhood days. He has always been identified with L. H. Packard in the management of affairs, so that affairs will be conducted as usual. There are no other changes on the staff or in the officials.

The career of L. H. Packard reads much more like a romance in some respects than a recital of actual deeds. He was 74 years of age, and was born in Stoughton, Mass. Whenever he put his hand to the plow, there was no turning back for he was a man possessed of great energy and constancy of purpose.

Having completed his education he engaged in business with his father, but just before the Civil War broke out he went south, where he took up the lumber business. He made his way back north as the embers of that awful conflict were dying out. After a few years in Boston, where he engaged in the shoe-finding business, he came to Montreal. This was in 1874. He came on a visit, but decided to stay. He met Miss Mary Frances Joslin, the daughter of a constructing engineer then working on the Lachine Canal, whom he married. The small shoe-finding business which he started on

St. John street grew steadily. Larger premises were taken on McGill street, and a few years ago the business was re-organized and the company located in the Packard Building on St. Antoine street.

After the death of his first wife, Mr. Packard married Mary Lester, the adopted daughter of Geo. P. King, of St. Louis, Mo., who, together with three sons, survives him. The eldest of the three, Mr. Frank L. Packard, is a son by Mr. Packard's first wife. He is well known as a writer of short stories, two novels of more pretentious length also having come from his pen in the course of the last year. Mr. Mortimer L. Packard is in the Packard business, as is his younger brother, Karl G. Mr. Edward Packard, a brother, who is also in the Packard concern, and Miss Mary Packard, a sister, of Stoughton, Mass., are the only surviving relatives apart from the immediate family.

As a member of the Board of Trade and one of the executive of the Canadian Manufacturers' Association, the late L. H. Packard was well known in the business district as one who shaped his conduct through the week exactly after the ideal which he followed on the Sabbath. A man of strong convictions, to which he adhered with stern conscientiousness born of his Puritan ancestry, Mr. Packard was not the man to lose sight of the fundamentals in the observance of the incidentals of dogma.

Apart from an active business life, Mr. Packard found time to engage in much charitable and religious work. Up till the time of his death he was hon. treasurer of the Y.M. C.A., an office which he held for years, while the First Baptist Church in his death will lose one who has been a consistent and powerful supporter for forty years, and the Sunday School loses a superintendent who for over thirty years guided that important branch of the church work. It may be well said of him that he rests from his labors and his works do follow him.

Prohibit Slaughter of Calves

A bill has been introduced in the lower House at Washington by Congressman Fred Britten, of Chicago, to prohibit the killing of and interstate shipment of any calf under the age of two years. According to the Congressman, the emergency is great and the American public is face to face with a condition of meat famine that is not merely producing prohibitive prices, but which threatens a lack of meat at almost any price. He asserts that the number of calves slaughtered in the last ten years has increased 100 per cent., and that statistics for 1911 show that 8,000,000 calves were killed in that year. If these 8,000,000 calves had been allowed to live for two years or more, he adds, they might have been turned into more than 11,000,000 pounds of beef, estimating that each grown steer would produce about 1,400 pounds. Again calling figures to the aid of his contention, Congressman Britten says.—“In the last six years there has been a decline of more than 30 per cent. in the number of beef cattle in this country, while the population and consequent demand for beef has largely increased. Argentina and other South American countries are now shipping large quantities of beef into the United States. They have plenty of cattle for sale, for the killing of calves is prohibited there by law. There were 51,000,000 head of beef cattle in this country at the beginning of 1907, while at the beginning of the present year there were but 36,000,000. It is easy to see the effect the enormous slaughter of calves has upon the beef industry of the United States.”

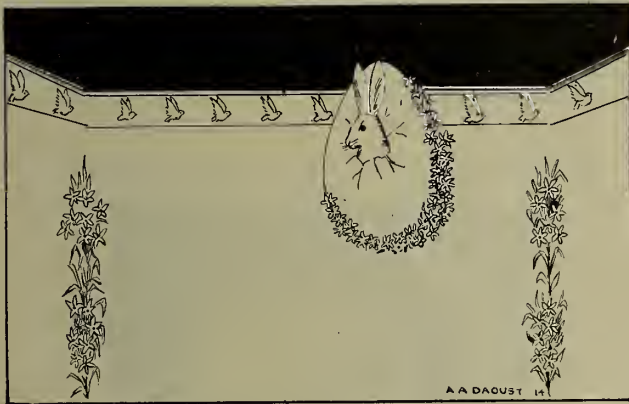
John Ritchie, of the John Ritchie Co., Quebec, and wife, who have been spending a few weeks in Atlantic City and New York, have returned home.

How to Install a Nice Easter Shoe Window

Simple Easter Window Which is Quiet and Effective

To make the egg secure about two boards of smooth white lumber about $\frac{1}{2}$ inch thick and 14 inches wide. Lay these on a table or on the floor and draw the shape of a large egg on these. When this is done cut out with small saw, fasten together at the back with too small strips of wood. When this is completed, cover the egg shape with white felt, and with a black crayon draw the head of the rabbit and show the effect of the broken egg. This you will find will be easy. It would be better to sketch the whole thing with an ordinary pencil first.

Get a board the length of the window and about 9 inches wide, and cover with Royal purple felt. Draw the small



doves on white felt and cut them out and paste them on the strip of purple felt across the window; also fasten the egg on this cross piece. Fasten Easter lilies around the egg as in the sketch; also group some in the corners.

Cover the floor of the window with white crepe paper, or if you wish to spend a little more on the window, use nice white felt. A small show card should be used and not too many shoes displayed.

* * *

Spring Display for City Dealer Suitable to Use Anytime

First of all try your skill at painting a canvas representing an open country scene to be placed at the back of the window. This can be easily done with fixed colors and the trimmer does not require to be an artist to do so either. This will give him a good chance to see that it does not.

When this is completed make the pillars and fence out of soft wood. Compo board would be very nice to make the pillars, as it is light and holds together well. If lumber is used it should be about 5-8 of an inch thick.

When the boards for the pillars are cut put them together; then cut the lumber for the fence. This should be solid. The small piece of lattice work should be made of small strips about an inch wide and $\frac{1}{2}$ inch thick. When the pillars are made, and the pieces for the fence already cut, cover the pillars with the palest shade of green felt that you can find. Cover also each piece for the fence smoothly, and when this is done put the fence together. The right hand pillar should have a small piece on which could be hung a small paper mache flower basket, which should be filled with artificial spring flowers.

The chain for the gate should be gilded and suspended

loosely from a hook on each pillar. The small section of lattice work should be painted a pale buff color.



The floor of the window should be covered with pale buff or pale fawn felt. Just enough shoes should be used to make the whole thing attractive. Overcrowding a display of this kind would absolutely spoil it.

A neat show card in color and style to go with the display should be used.

Artificial spring flowers should also be used on the fence and pillars.

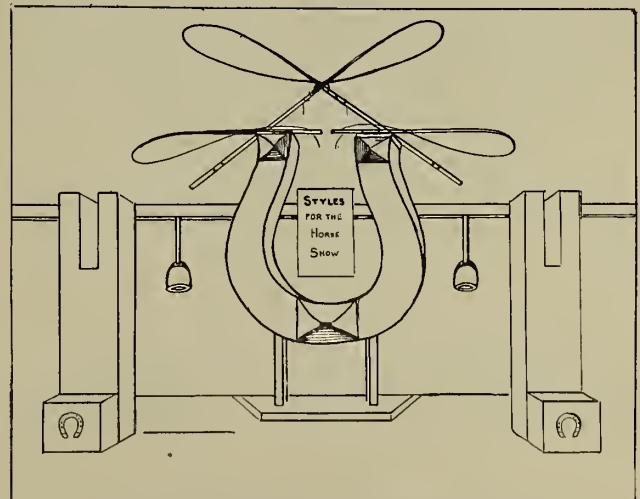
* * *

An Effective Idea for a Horse Show Window

Make the pillars at each end out of soft wood and cover with white felt.

The large horse shoe in the centre should be made of wire and covered with tissue paper in the color used by the local horse show. Each city usually has its own colors. If this horse shoe cannot be made of wire, cut some out of lumber and cover with felt.

Whips and stirrups can be borrowed from a harness dealer in your town. They are usually willing to do this if



a small card bearing their name appears in the window.

The pedestal or halter for the horse show should be made of wood and covered with felt, tissue paper, or crepe paper in colors suitable for the show.

The two small horse shoes on the box at the bottom of

each pillar should be real horse shoes and gilded. A few more could be used on the floor of the windows. You will find that a blacksmith will be willing to lend these, as the gilt will not injure them. The bottom of the window should be covered with felt of suitable color or crepe paper. The show card should be placed in the centre of the horse shoe and should have something to say about the styles of the Horse Show. Artificial flowers suitable for the season should be used on the pillars and around the frame of the window.

Arctic Not Made First in Canada

The question of who invented the Arctic overshoe is one that is still unsettled. The SHOE AND LEATHER JOURNAL has interviewed a number of representatives of the early days of the rubber footwear trade in Canada but is unable to establish the statement made by a recent correspondent in the "Shoeman" that the Arctic overshoe was first made in Canada and that it was the invention of a British officer. J. O. Gravel, formerly of the Canadian Rubber Co., Montreal, says that the Arctic was not invented in Canada, but that the felt boot was first made in this country. He stated that the Arctic was manufactured first in the United States but he could not tell by what firm. But the term "felt boot," he said he meant the felt overshoe. Both products were made long before 1883 which is the date that Lord Lorne, then Governor General of Canada, is alleged to have bought a pair in Richmond, Que., while there on a visit. Mr. Gravel further pointed out that the felt overshoe was very welcome in Canada in the early days on account of the long, steady cold climate, but was useless in many parts of the United States owing to the mild, slushy weather—hence the Arctic which had rubber lining to keep out the water was invented, but the Dominion had no share in originating the latter so far as Mr. Gravel and others connected with the trade for many years can ascertain.

Canadians Will Exhibit at Fair

W. D. Bennett, of Boston, vice-president of the Jacobsen Publishing Co., is manager of the American Shoe and Leather Fair and has been visiting Quebec, Montreal, Toronto and other Canadian cities during the past ten days. Mr. Bennett is extending a general invitation to the Canadian trade to visit the big Shoe and Leather Fair in Boston which will be held in the Mechanics Building for one week, July 8th to 15th. There will be a special Canadian Day. The Shoe and Leather Journal will have space at the Fair as usual and invites guests from Canada and Great Britain to visit their space, which is No. 38, headquarters. Owing to the changes in the American tariff there will no doubt be a large attendance from Canada this year. There will be a gathering of shoe factory superintendents and foremen at the Fair and a get-together meeting of the National Shoe Retailers' Association. The National Leather and Findings Association which will hold a convention in New York the first week in July will also visit the Fair in large numbers. The big Fair in Boston offers Canadian tanners a splendid opportunity to meet American buyers and show their products. Arrangements for a special Canadian section are already under way and it is safe to say that those who exhibit their products will do justice to Canadian trade.

Can This Be Childless Town

A retailer in Minnesota has a novel scheme:

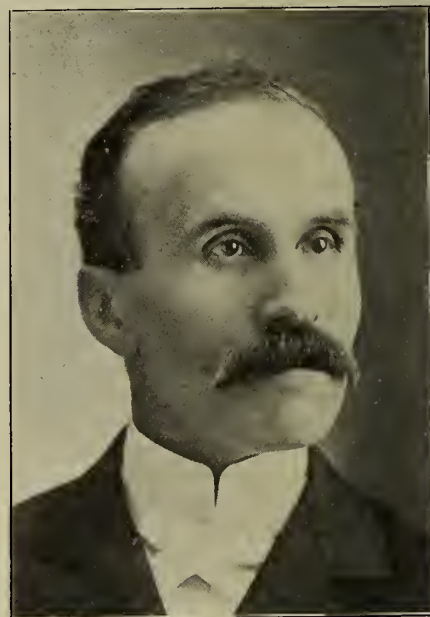
"He has wired his store lights to a push button switch located at the entrance of his store and placed underneath the switch a sign which reads: "Push this button and see

our store." Passersby in the evening are attracted to the show window, and, observing the odd sign, comply with its request, when the entire establishment is brilliantly illuminated. All this happens, of course, after the store has been closed at night. The switch is of a type that releases as soon as the pressure is removed from the button, and consequently only a small amount of current is consumed. Persons who have seen the result of the contrivance have mentioned it to their friends and brought them to witness the scene. The amount of oral advertising received has been very extensive."

This is surely a cheap and practical way to make talk about a store. The only drawback is that it can, of course, only be worked in localities where there are no children, such as this town in Minnesota evidently is, says an exchange.

Elected Alderman in Quebec

V. Garant, formerly the firm of Goulet & Garant, now Gagnon & Garant, was elected alderman by acclamation for Jauques Cartier Ward, No. 1 seat. He will ably represent the interests of the manufacturers in general. After twenty years in shoe manufacturing Mr. Garant retired to start a new industry in the name of Gagnon & Garant, which is growing very rapidly. Last year they won the gold medal at the Exposition in Quebec. Their specialty is making syrups for which there is a great demand in the province. They expect this year to make about five thousand barrels.



Mr. Garant is the father of Alfred Garant, of Dupere & Garant. He was born in St. Marie, Beauce County, sixty-one years ago. He spent five years in St. Paul, Minn., as a bookkeeper, then came to Quebec and took charge of the office of J. B. Laliberti, fur dealer, for eighteen years.

Big hats, high-heeled shoes and tight-laced corsets—in fact, all the latest Parisian styles—were worn by the women of Crete four thousand years ago. Diaphanous dresses were just as popular as they are to-day. Hairdressing got much attention and there were curls and ringlets galore. Gilbert H. Grosvenor, director of the National Geographic Society, has just received this startling information in a letter from the Rev. James Baikie, who has been exploiting the island of Crete, in the Aegean Sea, ceded to Greece by Turkey at the conclusion of the recent Balkan war.

What They Want to See Enforced

Among the most important resolutions passed by the National Boot and Shoe Manufacturers' Association held recently in New York, which are of interest to the trade in Canada are the following:—

That it is the sentiment of the National Boot and Shoe Manufacturers' Association that all leathers sold by the foot be measured in fractions of one-eighth and that no leather be trimmed after the same has been measured.

That the National Boot and Shoe Manufacturers' Association, in convention assembled, approves the object and purpose of H. R. Bill 11,016, introduced in Congress by Hon. A. S. Kreider, to prohibit fraud upon the public by making or disseminating false statements or assertions concerning any merchandise, commodities, securities or service, and providing penalties for the violation thereof.

That this association adopt standard (outside measurements) for cartons, as follows:

| | Length | Width | Depth |
|------------------|--------|-------|-------|
| Men's | 12¾ | 6½ | 4⅛ |
| Boys' | 11¾ | 6 | 3¾ |
| Youths' | 10½ | 5¼ | 3½ |
| Women's | 11½ | 5¼ | 3½ |
| Misses' | 10½ | 4¾ | 3⅛ |
| Children's | 8¾ | 4½ | 2¾ |

Edge Setting on Repaired Shoes

The edges on repaired shoes have much to do with the appearance of them. It used to be customary to half-sole a shoe, and after putting a little blacking on the edge and then rubbing with a hot iron, let them go out. This plan had much to do with keeping some people from having their shoes resoled. We all have heard people say: "It is always possible to tell a re-soled shoe, even if it is on the foot." Whenever I hear that remark I think there should be added: "If they were not repaired right." To repair a pair of shoes right the edge should be re-set as near like a new pair as possible. Of course, this cannot be done unless the charges are sufficient. To see a repair shop advertise "soles to heel sewed for 75 cents" always impresses me that such a shop will not help to popularize shoe repairing. If, however, the price is sufficient to cover having it done right and a person is given his money's worth, it does not show repaired work while on the feet.

There are machines made now for repair shops so that the new sole can be edge-trimmed and edge-set properly. There are mighty few towns where there is not electricity to be had to run such machines. The lack of power, however, is not an excuse for not finishing edges. It can be done by hand if necessary.

It used to be the custom that only the poorer people had shoes resoled. They were taken to the corner cobbler. Now many good dressers have new soles put on. They, however, take them to the up-to-date repair man. He may not use any better material and still he gets more money for the work. The secret is that he finishes the edge and thereby leaves this sign off the shoes: "THESE ARE RE-SOLED SHOES.—The Shoe Repairer.

Getting New Repair Customers

It has been suggested that a system successfully tried out in other lines be applied to the shoe repairing trade. The plan would work out as follows:

When the repairer gives the customer a tag for his shoes, let him give a tag divided by perforations into about four tickets having the same number and the repairer's name,

address and statement that on presentation of the ticket the repairer will give the person presenting it a discount of perhaps ten per cent.

These tickets are to be given by the customer to his friends, enabling them to secure a great reduction on their repair work and securing a new customer for the repairer. The man who gives away the tickets will for his trouble receive credit at the repairer's as each ticket is presented that will secure him a ten per cent. reduction on his own repair work. So the plan will work for the mutual benefit of all. The coupons also offer an opportunity for the repairer to advertise, as he can print his name and business on the back of each. Such coupons can be secured of any large tag or paper concern.

Giving Pay Envelopes to Firms

The Tom Stedman Shoe Co., of Winnipeg, is always launching some bright advertising scheme. In the last issue of the SHOE AND LEATHER JOURNAL there was mentioned a plan whereby the parents of each child born in Winnipeg were sent a pair of first size bootees, together with a neat greeting card. Now Mr. Stedman is sending out a note to all the manufacturers and large wholesale houses in Winnipeg which reads as follows:

Dear Sir:

How would you like us to send you along some pay envelopes similar to the one enclosed, for use in paying your employees on pay day? All employers of labor nowadays find them useful and effective in stimulating order and system in payment of their employees.

The men like it too. Just let us send you the number that will carry you along for a while. Merely jot down on this letter the average number of employees and the estimated quantity needed and mail us to-day. Act now and we will be glad to let you have them.

Then appears a blank for the average number of employees and the number of envelopes needed.

The envelope which is the shape of an ordinary pay envelope, has on it the following reading matter:

No..... \$.....
Name.....

Our shoes were made by the Men who put the "wear" in footwear. There's almost double service in our Working Men's Shoes, \$1.50, \$2, \$2.50, \$3, \$3.50.

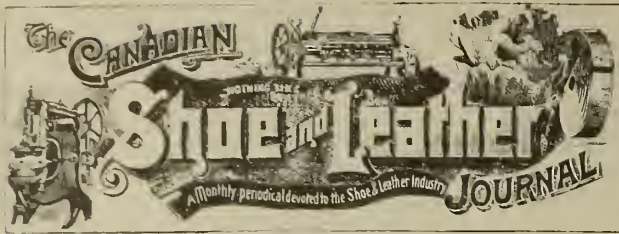
Wears best. Costs least. For the whole Family.

THE STEDMAN SHOE CO.
Big Popular Price Shoe Store

New Location 296 Portage Ave. Winnipeg
Somerset Block

A Valuable Book for the Trade

The eleventh edition of the American Shoemaking Directory of shoe manufacturers, for 1914, has been issued by Rogers & Atwood Publishing Co., 683 Atlantic avenue, Boston, Mass. This little "red book," which contains 232 pages, and easily fits the vest pocket, is very neatly gotten up and contains a complete list of the shoe manufacturers in Canada and the United States, the location, lines of shoes made, average daily output, names of superintendents, buyers and others. It is a very convenient and reliable reference.



FROM AN ISSUE OF TWENTY-SIX YEARS AGO

Trade Activities in the Eighties

R. Simpson, dry goods merchant, Toronto, is adding a boot and shoe department to his establishment. The new store fronting on Queen Street, and connecting with the Yonge Street Store, will be devoted to this purpose. (Mr. Simpson died some years ago, and was succeeded by the Robert Simpson Co. Limited, whose shoe department to-day, is many times larger than the little affair commenced in 1888).

* * *

"Domenico Michieli, Doge of Venice, took Jerusalem from the Saracens in 1124 A.D. Finding himself short of money he ordered a large number of pieces of leather to be stamped with the pommel of his sword on which his name and coat of arms were engraved, adding the number of gold coins each was intended to represent. The money lenders advanced funds on these and they were afterwards fully redeemed at Venice."

* * *

In an article on "Retail Trade," James Porteous of Galt, a veteran shoeman (long since dead), discussing failures in the business, delivers himself as follows with regard to commercial colleges, and their hearing on this question: "Other causes of failure are the commercial colleges which make young men believe that they can by giving a three or six months course of instruction, fit anyone for the management of business whether he has the natural qualifications



CHARLES PARSONS OF TORONTO, THE OLDEST LEATHER MERCHANT IN CANADA—HE HAS BEEN IN BUSINESS SIXTY-FIVE YEARS AND ON APRIL 19TH WILL CELEBRATE HIS EIGHTY-FIFTH BIRTHDAY

or not. Would you not think it absurd were you to hear a professor of music saying he could train an individual, without even time or tune, to be a first class musical performer?"

A London cable says: There is a marked improvement in Canadian credit here as shown by the fact that Dominion



GEORGE J. ST. LEGER, TORONTO, FORMER CHAIRMAN OF THE BOOT AND SHOE SECTION OF THE RETAIL MERCHANTS' ASSOCIATION AND ONE OF THE VETERAN SHOE DEALERS OF TORONTO

issues have touched the highest points—4 per cents. are now at 110 and 3½ per cents. at 105.

* * *

At a meeting of shoemakers held in Berlin, Germany, a resolution was passed declaring that India rubber shoes are absolutely injurious to health. (They saw the ghost coming).

* * *

There is a pretty style of Oxford shoes for women's wear that is suitable for use in the home at this season. The shoes are low cut, made of goat or fine calf, laced up in front. The tongue made of goring, is attached to the shoe at each side, and the lacing is of elastic so that the shoe can be donned or doffed without lacing. This style in patent leather is fashionable for dress occasions. (Who made it?).

* * *

The Canadian Rubber Company of Montreal, have applied for authority to increase their capital stock from \$1,000,000 to \$2,000,000. At the annual meeting the following were elected directors: Andrew Allen, James Benning, W. Withall, H. McClennan, H. M. Allen, H. A. Allen, H. Prevost, Francis Scholes and J. B. Learmont. Mr. Andrew Allen was elected president, Mr. Jas. Benning, vice-president, Mr. J. O. Gravel, secretary-treasurer, and Mr. J. J. McGill, manager. (It is interesting to note the number of the above names that will not today be found connected with the footwear rubber trade in Canada. Mr. J. J. McGill is practically the only one).

* * *

Felix Gourdeau of Quebec, is in Ottawa interviewing the government in reference to the duty on raw goatskins, which has recently been increased five per cent. (Mr. Gourdeau was a well known figure in the leather and shoe trades of Quebec twenty to thirty years ago).

* * *

J. S. Langlois, recently engaged in the retail trade in Quebec, is entering into partnership with his cousin who has until now held the position of foreman of the heeling department at J. H. Botterell & Co.

* * *

Geo. H. Rogers & Co. have sold out the balance of their stock of dry goods at their store in the corner of Main and

McWilliam Streets, Winnipeg, to J. E. McCrossan & Co. Rogers & Co. will give more attention in future to their boot and shoe business.

* * *

It was in March, 1888, in that the writer made his first acquaintance with the Ancient Capital, Quebec, and its galaxy of "shoe makers." John Ritchie and his pipe were the same inseparables as today and it is little wonder that the warm welcome given by this large hearted and level headed Nestor of the shoe trade to the SHOE AND LEATHER JOURNAL, made for Quebec a warm spot in the affections of its youthful editor.

Wm. A. Marsh had but recently severed his connection with W. H. Polley, and both had set up establishments of their own on opposite sides of St. Valier Street. Marsh still tells with a twinkle in his eye of his partner's reasons for dissolving and at the time Polley made no bones of saying he was "tired making money for a bookkeeper." Mr. Polley was the practical man in the concern of Marsh and Polley. Mr. Marsh having graduated from the retail trade.

Cote Abraham in Quebec will always awaken interesting memories. It was down this celebrated hill that the writer wandered on the first misty morning of his sojourn in the rock girt city. Mustering his best French he addressed a laborer who was working on the icy road with a "pick," asking him the way to St. Valier Street. Taking a short clay pipe from his mouth the "native" said in the broadest Hibernian accent, "Av yez turrrn to the roight at the fut ov the hill, yez will be on St. Vallyer Street," and went on with his job. Later in the day the hill was traversed upwards in company with Mr. Marsh, in his jaunty little sleigh.

One of the very first and most lasting acquaintances made in Quebec at this time was that of the late J. H. Botterell, who had just returned from a trip to Mediterranean ports, and more particularly Northern Africa. He was rather amused at the attempt to start a shoe trade paper in Canada, and had doubts as to the support it would get. He was a broad intelligent man, however, who appreciated the venture-ness of such a proposition and gave his kindly endorsement. Henry Griffith was called upon just before the noon hour, and the whistle went as the genial Harry was relating one of his notable jokes. He suddenly rushed out into the street and in a second was in the midst of as pretty a "scrap" as one could wish to see, knocking men to the right and left. When he returned all out of breath, he explained that some men had been attempting to get two boys to fight on the street and he was so incensed that he couldn't keep his hands off the blackguards. At any rate he knocked the louts right and left and the whole crowd ran like a flock of sheep. Harry Griffith dropped out of the shoe trade some years ago, going out west and has since passed to the beyond.

Time would fail to tell of the kindness shown by many others of the trade at this time. We have already referred to many of the old names that will ever be associated with shoe making in Quebec, and may have occasion to refer to these later.

James Acton

New Features in Snappy Fall Styles

(Continued from Page 36)

shapes, with slip soles for fall and winter wear. Low heels continue popular, and some lines boast of almost nothing in the way of a heel. Manufacturers of boys' shoes realize the necessity of a strong durable shoe, and many of them think they have lines this season that will resist the most

strenuous wear. Button shoes have caught on with the juniors and quite a demand is being displayed for them in footwear for growing boys and girls.

Gunmetal calf with cloth tops, it is expected, will prove popular this season with girls and misses. Practically the same call is being made now for this type, as is seen in women's



MEN'S MAHOGANY TAN BAL., LONG RECEDING TOE, LOW HEEL, FLAT TREAD—BY EAGLE SHOE CO.

goods. Cloth and fabric tops are becoming more and more in vogue among misses and girls, some styles being shown with tops of whipcord, buck, etc. Tops to match a suit are also very popular for misses and girls, and will be among the big sellers during the coming season.

Finer grade leathers will experience a large call, and many lines are being shown in white and fawn colored nubuck.

After fully summing up the 1914 fall styles, one must confess that very much the same lines as last year will re-



WOMAN'S PATENT OXFORD, BLIND EYELETS, MODERATE RECEDING TOE—BY WALKER-PARKER CO.

ceive the call. Unlike the summer season, retailers and buyers do not look for any startling changes, but rather expect the more noticeable effects to be brought out in the spring showings, when manufacturers exhaust all their ingenuity, and new shapes of lasts, with as many patterns as can be produced for discriminating purchasers are offered. During the past few seasons this has become more and more noticeable, until today, shoe styles have become almost standardized, particularly fall and winter goods.

The Rebhun Last Co., Cincinnati, Ohio, in regard to styles for the coming fall season say: "the tendency is strong for the medium wide stage toe, also a demand for the French toe, both to carry 16/8 to 18/8 inch heels. The recede toes are going to be shown in all heights of heels from 11/8 to 16/8."

One last maker says: "Most people give too much thought to the width of the toes of their shoes, and too little to the length. Let the toes be long and the width will take care of itself. A chief cause of trouble with feet to-day is

that people get their shoes so short that the toes are cramped in length. They do not have room to move back and forth as they should when a person walks. Let the shoes be even an inch longer than the foot, and they'll fit comfortably, and they may be narrow, without harming the foot."

Men's Styles Are Defined

The style outlook as forecasted by the Woodard & Wright Last Co., of Campbello, Mass., is interesting. They say fall style tendencies in men's footwear are now quite clearly defined, which cannot be truthfully said of women's styles. Taking the men's outlook first, a little review at this time is not unwise.

The style possibilities of high toes were by no means exhausted when this particular type began to wane. The high toe, unlike the old needle toe, had not run its race and died a natural death. Its untimely departure was due principally to acute exaggeration. Instead of developing further and newer ideas within a well established field, that still offered abundant opportunities, designers, in their anxiety

The so-called French toes, square ended and with size and a quarter to two size extension, will probably make only a limited impression, manufacturers having adopted them sparingly as a sort of necessary evil and retailers are not enthusing wildly over them.

We have a very pleasing modification of this type with square toe effect, but with corners rounded, straight in draft, with rather high side ridges, which gracefully fall away and disappear. This style carried an inch heel and has a little spring.

Fuller and Rounder Toes

The long, pronounced, receding toe always featured in the limited field of highest grades, is losing caste and toes fuller at the end and rounding over at the top are pace-making in the ultra class. A distinctly new type which we have produced exclusively for fall, is a thick toe with no suggestion of hills, valleys or ridges, but with graceful lines, a suggestion of swing and medium in width for a 9-8 heel. This toe, while plain, is appealing in its absolute newness and grace. Little



WOMAN'S PATENT BUTTON, CLOTH TOP, RECEDING TOE, CUBAN HEEL—BY EAGLE SHOE CO.

WOMAN'S PATENT COLONIAL, BROCADED QUARTERS, PATENT TONGUE, SPOOL HEEL, JET ROSETTE ON SIDE—BY KINGSBURY CO.

WOMAN'S PATENT LEATHER BUTTON, BROCADED QUARTERS, MEDIUM LONG RECEDING TOE, SPOOL HEEL—BY KINGSBURY CO.

to produce sensational rather than enduring results, defected themselves, and high toes became mountainous and unsightly. From a last maker's standpoint there is a grain of consolation in the well grounded possibility that designers will return eventually to the high toe field and with the liberal use of conservatism and refinement, develop a new line of thoroughly artistic, attractive and practical toes.

Too Radical a Departure

With the recent decline of high toes came lower heels and wider shanks. Some last makers, more foolhardy than discreet, jeopardized their reputation by enthusiastically exploiting too radical departures. The transition from an extremely high toe, narrow shank, one and one half inch heel to a flat custom toe, wide square shank and inch heel, was far too great to negotiate by a single step.

Permanent style changes in footwear—unlike some other wearing apparel—must be pronounced enough to be conspicuous, yet not too radical to be practical. Styles for the time being at least have been crystalized but not entirely revolutionized. As the old high toe was the biggest seller (except in the very limited highest grades) so today is the modified high toe, carrying 9-8 or 10-8 heel, with not too wide a shank, the leading feature.

activity is noted in the orthopedic or freak lines, these types remaining about as they were a season ago.

Combination lasts, that is, those with combination measurements, are gaining favor every day and wise manufacturers are keeping their ears to the ground regarding same.

The over-whelming increase in rubber soled oxfords is spreading to rubber soled high shoes, and wearers are demanding stylish toes in this line, rather than the old fashioned extra wide, too flat outing lasts here-to-fore acceptable.

In the Latin American countries the new "Insurrecto" a striking combination of native measurements and Brockton style is meeting with gratifying results.

The Variance in Women's Toes

To forecast women's styles with any degree of accuracy is indeed a most perplexing problem. Authorities and experts are distinctly at variance in their opinion.

Short foreparts with medium high, rounded toes are still selling freely in the West and South and apparently will go for several seasons.

In the North and East long drawn out foreparts have in many instances been over-done in extension. Longer foreparts with narrowed toes and extension of a size or size and one quarter are firmly established and admit of many really



MEN'S GUN METAL BLUCHER, MODERATE RECEDE TOE—BY CANADIAN SHOE MANUFACTURING CO.

MENS' DULL CALF BAL., SQUARE THROAT, BLIND EYELETS, LONG RECEDING SQUARE TOE—BY MINSTER MYLES SHOE CO.

MEN'S GUN METAL BAL., SQUARE THROAT, LONG RECEDING TOE — BY COOK-FITZGERALD CO.

beautiful designs. It is a strictly feminine type and when toes are not too narrow is thoroughly practical.

Owing to the un-diminishing Tango craze, square toes are more conspicuous in women's than men's lines. One of the extreme models is three-quarters of a size under and carries three and one half heel.

The Leather Situation

The leather market continues firm with moderate business. There is a tendency toward higher prices, and thrifty buyers are getting supplies as they can, before they will be called on to pay more.

Sole leathers are strong, and as hides are commanding good prices, advances may be expected at any time. All tannages are held at high prices.

The same tendency to advance is seen in upper stock, and as the supply on hand in tanners' and dealers' stocks is not large, any increase in demand for leather may send prices up.

A marked shortage of calf leather exists and shoe manu-

facturers find it difficult to get the necessary supplies in desirable quality, and as they need. The demand for Russia finish is steady, and manufacturers of women's boots have been increasing their purchases.

Patent leather, both chrome tanned sides and patent colt, is in steady demand, going to the manufacturers of women's goods. There is also a steady demand for the men's trade.

Rough leather continues firm in price, with a steady demand for the better grades. Other grades and rough splits are as rapidly absorbed for various uses.

Big Season For Turns

Turns will be popular next season in women's shoes and a number of leading firms are showing this variety of footwear in 8, 9, 10 and 11 gauge soles. Some of the samples seen are exceptionally attractive and evidence very skilled shoemaking. Among the most popular colors for men are the nut brown and mahogany tans, which are expected to take very well for fall. Bals are particularly strong and



WOMAN'S PATENT LEATHER, WITH GREY CRAVENETTE TOP, CUBAN HEEL, MEDIUM HIGH TOE—BY RENA FOOTWEAR CO.



WOMAN'S PATENT LEATHER COLONIAL, CUBAN HEEL, CUT STEEL ORNAMENT—BY McDERMOTT SHOE CO.



WOMAN'S PATENT BUTTON, TURN, SHEPHERD'S PLAID, SILK LINED, RECEDING TOE, KIDNEY HEEL—BY GETTY & SCOTT

blind eyelets seem to meet with a large measure of favor, for, many men's shoes have no hooks on them whatever. In women's lines patent is by all means the leading leather and has never become quite as strong as this season. In combination with brocade and various fabrics it makes a very pleasing offering.

Button boots are still the reigning favorites, many of them having the new heels, such as the kidney, Cuban-Louis, spool and other up-to-date pedestals. A number of buttons are cut a little higher than last season, but contain fewer buttons,—some of the highest class offerings having only ten or eleven buttons. Satin calf is a new leather seen in a number of shoes for women, while on men's shoes, particularly dancing shoes, the new Juniper sole leather is witnessed. It is flexible and guaranteed not to slip.

What Leading Firms Say

The Hartt Boot and Shoe Co., of Fredericton, N.B., are right to the forefront as usual in splendid offerings. They have added for fall three new lasts—two men's and one boys', and they believe that the line of samples which they are showing for fall, 1914, to be the strongest layout that they have ever produced. The Hartt Co. think the demand in tans particularly will run strong to darker shades of leather in some sections of Canada than has been the case for the last season or two, whereas they believe in other sections the demand for tans will still be for the same light shades that have prevailed during the past one or two seasons. Patent and black leathers the firm think will sell stronger than they have during the past season.

Smardon Shoes for fall, 1914, samples of which are now being shown, are a most complete array of modern footwear for women. Added to their already extensive list of lasts are several new ones, which are decidedly correct. In the new lasts shown the tendency is towards the longer and narrower toes with recede. There are many very new and attractive styles being displayed in cloth and vesting effects which are very pleasing. The Smardon Shoe Co. of Montreal are also offering an extensive line of evening slippers from the ordinary one strap slipper to the most modern creation for dress occasions.

The John Ritchie Co., Quebec, say that at the present time patents and gun metals are by far the largest sellers, with cloth tops in good demand. The city trade is going more in for the recede toe, but the middle high toe is selling well in the country districts. Tans as far as the women's are concerned seem to be falling off entirely, though the firm think that the new shades in Mahogany and Nut Brown will probably have a fair sale.

The Brandon Shoe Co. of Brantford, have added several new lasts, some of the receding toe type, and others of the moderate recede which have proved so popular. Speaking of style tendencies the firm say that they believe fabric tops for men are going to sell strongly and that the demand for patent leather and the nut brown Russia calf will be exceptionally heavy, while requests for the lighter shades of tan calf will not be as pronounced as they have been for the past two or three seasons. They believe the custom effect, or as some call it, the English effect, is continually gaining ground, although the high toe has died hard, particularly with the young men who love something distinctive."

The Solid Leather Shoe Co. of Preston, report that they are putting in six new lasts and intend to make nothing but women's McKays of which they consider they have a good strong line. Medium high toes are good sellers and the firm are selling some medium receding toes with not too short a vamp.

Gourlay & Fogelberg, Limited, of Berlin, Ont., expect to be in their factory and running full blast by the end of next week. Their new shop is well laid out, admirably lighted and will enable the firm to greatly increase their capacity. They believe that the coming season will show a decided im-

provement over business of last year. They manufacture women's high grade McKays and think that tan shoes and those of light colors are going to predominate during the coming season.

A Few of the Latest Ideas

The Hurlbut Co. Limited, of Preston, say that at the present time for spring and fall they are featuring strongly the new right and left so-cosy last. They are glad to say that they have been selling a large quantity of shoes on this last, which they consider the best. In the soft soles the standard shades are prevailing. In the Hurlbut welt cushion insole shoe the firm have been selling a great many white nu-buck, blucher and strap. The dominating lines in the staples are patent, with dull tops, gun metal, and tan.

Minister, Myles Shoe Co., Toronto, are showing some decidedly new things for fall, having put in a number of new lasts for both men and women. In men's, the golf cut Bal appears to be popular and the custom last is seen on a number of the offerings. One particularly pleasing last has a long vamp, drop toe, with square corner effect, something after the "duck bill" variety. It is a particularly good fitter and is one of the newest of the season. Some nice bals are seen in mahogany, tan and nut brown calf. A number of rubber soled lines are shown in both men's and women's. Both long and short vamp receding toes are displayed in women's, some with cravenette tops and others with whole quarters of cloth and brocade. A new satin calf shoe with a medium recede toe is expected to be a popular seller. Other lines have Scotch plaid and shepherd's tops. A fine range of turns is seen and many of the offerings carry Cuban and spool heels. A man's patent leather pump, with "Juniper" sole, is one of the newest things. A five hole patent leather Tango, with Louis wood heel, is also another of the new creations for fall, which this firm are offering.

A Representative Offering

The Eagle Shoe Co., Montreal, have their usual number of new lasts and among their samples this season, some very attractive shoes and styles are shown. In leathers they expect to have a strong call for gun metal, black willows, patent colt and an especially strong call for dark tan Russia. They have put in five new lasts in the men's lines and three in women's, among which are included their No. 12, a medium high toe shoe, No. 59 a long recede toe, and No. 10 a modified freak. They have taken good orders already from local merchants for all of these lines and expect them to go well during the coming season. A noticeable feature of the Eagle lines this year is that a great many of them carry lower heels than last season, their Cuban heels being made 11-8 in place of 12-8, and in some cases 14-8. The low square heels will also be 1-8 lower. Many heavy "wet proof" shoes will be shown including one made with a full rubber interslip with English Blizzard uppers and will be as waterproof as a shoe can possibly be made. Medium high toes they expect will be their strong line again this year, and in women's, the long round toe will prevail. Some very neat cloth tops are being shown, but they state that they do not go in for fancy fabrics, as their trade demands only quiet sensible colors. Several samples are shown carrying the "duck bill" effect, but it is not expected that any great demand will be evinced for this type. The English custom shoe or London toe as it is better known, is one of the best looking lines the Eagle Shoe Co. carry, and they expect the same large demand for it as it had during 1913. The Eagle Shoe staff of travelers will start out on their fall tour about the 1st of April.

The Rena Footwear Co., Montreal, have added several new lines to their fall samples, and are showing a number of new McKay lasts. One line which they expect to sell

(Continued on page 66)

Good Card Writer Can Command a Splendid Position

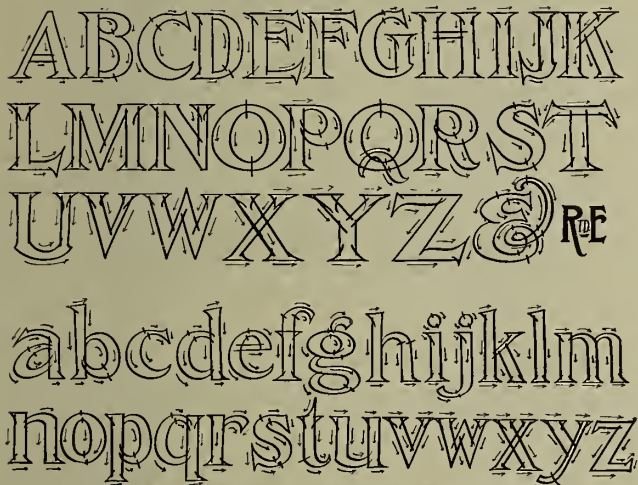
The Outlining With a Pen is Easiest for a Beginner—Young Men Waste Enough Time to Learn Card Writing Two or Three Times Over—Practice in Odd Moments Will be Well Rewarded—Master Each Detail Thoroughly

By R. T. D. EDWARDS, with The Robert Simpson Company, Limited, Toronto

Have you ever had a chance to take a position which was a great deal better than that which you already had, and because of the lack of proper training had to refuse it.

Many times within the last few years the writer has had young window trimmers and clerks come to him asking to be taught card writing in a hurry, since a better position awaited them if they only could write show cards. They are willing to pay well if they could be taught in a hurry. They had wasted enough time to learn card writing two and three times over, but all at once they realized what it meant to them to be able to write a show card, but when it was explained to them that it takes months of faithful practice to become proficient enough to write even the plainest price cards properly, they would get "cold feet" as it were, and

The alphabets are self-explanatory. The arrows indicate the direction in which to draw the pen to make the strokes. Where there is a mark across a curved line it indicates the



— Upper and Lower Case Pen Outline Alphabets —

fall back into the same old rut. Chance after chance would come to them but would find them as before, and consequently many good positions would be lost.

One or two cases have come to notice where a person has, with a considerable degree of success, bluffed at card writing. Necessarily, it requires a great deal of nerve on the part of the individual and also a great deal of oversight on the part of his employer. But it would not be advisable for any one to adopt this method, because most people have a fairly good idea of what constitutes a good show card. The method taught in these columns is the most simple and inexpensive possible. Practically all that is required of any one is good hard practice and the use of a reasonable amount of gray matter.

Outlining Easiest for Beginners

As stated last month, the outlining with the pen is the easiest for a beginner. It gets one accustomed to the formation of the letters and figures without the worry of having to master the manipulation of a brush. Another good point in connection with pen outlining is that all alphabets can be made successfully by this method. The upper and lower case alphabets illustrated this month go well with the numerals that were illustrated last month. The two should be used on the same card where wording and price are used. This type is excellent for all round use. It can be used on a small, neat card, or it can be used on a large card which is intended to be seen from a long distance.



beginning and ending of the stroke. Watch these two things carefully if you wish to get along quickly. Use the steel pen mentioned last month or a No. 2½ Soenneken pen nib is also good for this work. The use of a brass ink retainer will be an aid with this pen. Care should be taken to keep the pen nibs clean, if the best results are desired.

Could Utilize Spare Moments

There are many employers who, if they saw their employes were really anxious to take up card writing, would let them utilize spare moments for practice work, especially when they realize how beneficial the work of such employes will be to them when they can make a presentable card. The one idea to bear in mind is that after instructions have been read, they should be practised. Too much practice cannot be indulged in, that is, if it is being done in the

right way. The best plan is to start with the letter "A" and not to quit until it has been mastered and then go on to the next letter, so that when a card is attempted there is a perfect confidence that any letter can be made that the wording might demand without having to refer to a chart. The best practice one can have is to do the cards for the store. There is something about it that makes one put forth his best efforts, perhaps because of the fact that they will be staring at the writer at all times and faults will be very much in evidence. Use cheap coated cardboard to practice on. Rule light guide lines about two inches apart. Sketch the outline properly in pencil before starting with pen work, and practice long, clean strokes, not lifting the pen until the stroke is completed.

The footwear cards which are here illustrated show a conventional drawing of a tree that is popular for use in Easter decorations. The card is of light brown and the lettering is a modified Roman shade with white.

Rubber Orders Coming in Nicely

The various rubber companies are now in the thick of the rubber selling season and report that business is coming in very well. All the Independent companies and the Consolidated state that placing trade is fully up to last year, while sorting has been very good during the past month. The Independent companies are offering a discount of 10 per cent. for early placing while the Consolidated Co. are selling their lines at net prices. All firms are pushing hard for business and expect that the orders placed for rubber footwear this year will be fully equal to those of previous seasons. While trade in leather shoes has been rather dull and factories have not been at all rushed, owing to the heavy snow and wet weather during the past winter season, the sale of rubber footgear has been pretty fair, taking it as a whole. Retailers who, a few weeks ago, declared they would never give another placing order in rubbers, find that their stocks have been lowered more than they expected and when travelers have called, these dealers have been in quite an amiable frame of mind and realize the benefits of early placing, not only as a protection to themselves, but in order to secure the delivery of their goods when wanted.

Trend of Styles in Big Cities

Messrs. Harold and Fred Blachford of the Blachford Shoe Store, Yonge Street, returned last week from an extended business trip to New York, Boston, Baltimore, Philadelphia, Washington, Rochester, Buffalo, Montreal, Ottawa, and other cities where they visited all the leading shoe establishments and many factories in search of style pointers and the chief offerings during the coming season. They report that there is no distinct outstanding feature in either men's or women's shoes at the present time. There seems a tendency, however, that in the cities the coming season will be a black and white one, and there are some predictions that tans will again come into favor with women. Many shoes with long pointed toes, no tips, cloth and brocade quarters are seen. A number of them have the spool and kidney heel. There is also witnessed several combinations of leathers including fawn and patent in women's and tan and patent in men's. A number of lace overgaiters are seen. These are being worn over cloth tops and also black shoes giving a pleasing black and white effect. It would appear as if the tendency on the part of many exclusive stores is to show shoes of shorter vamp, the extreme now having been reached in long vamps. In men's shoes in the high class trade the custom last with low receding toe, wide shank, blind eyelets and flat tread with slight swing is leading. The general

opinion among the larger dealers is that there has not been a period in a long time when so few really new or distinctive effects in men's and women's footgear has been displayed and the present styles and combinations seem rather transitory. White silk stockings are shown in a large number of stores and are worn with patent Oxfords and Colonials. White footwear still possesses a large measure of popularity but not to the same extent as when the "white wave" swept the country a few seasons ago.

Newsy Jottings From Quebec

Delphis Despatis has taken charge of the cutting room department of the Rock Shoe Co.

C. E. McKeen, of the C. E. McKeen Co., who was in Quebec for three weeks, has left for Vancouver.

J. C. Leclere, formerly manager of J. H. Larochelle & Fils has a position as superintendent of O. Goulet's shoe factory.

J. H. Larochelle & Fils have decided to go out of the manufacture of shoes and continue the jobbing business only. They have sold their machinery to J. E. Samson.

The retailers say that they have had a poor season on rubbers and that the cause has been the weather. They also attribute the decline to the fact that rubber soled shoes are being more worn.

Manufacturers are completing their samples for next season and expect to have them all ready in a couple of weeks. Many visitors of the jobbing trade have been here during the past few days.

The Poirier Shoe Co. has assigned. The assets are \$2,150, and the liabilities over double this amount. The company made canvas shoes and also a general line of McKays and Standard Screw.

Some excitement was caused in the factory of O. Goulet, on March 10th, when a gas tank in the packing room, on the first floor exploded from some unknown cause, shattering several glass and wooden partitions and setting fire to the interior of the building. The blaze was extinguished by the fire department before any great damage was done. Seated in the office at the time of the explosion were Mr. Goulet and his son, and a visitor from Toronto. They were thrown from their chairs receiving a severe shock, but were not injured, although they would not care to go through a like experience.

J. E. Samson having disposed of his interest in the Rock Shoe Co., has bought the machinery of J. H. Larochelle & Fils and will continue the business under the name of J. E. Samson, Reg. J. A. Cloutier, raw hide and leather merchant, is in partnership with him. They will manufacture men's, boys', youths', women's, misses' and children's McKay and Standard Screw. They are now working on their samples and expect to have them ready this week, and intend to sell to the jobbing trade only. The lines will be of the latest and newest styles. They will be located until May 1st in J. H. Larochelle & Fils building and after that date they will be at 467 St. Valiere street.

New Factory Has Started

James T. Clark, sales manager of Clark Bros., shoe manufacturers, St. Stephen, N.B., is in Toronto with a fine range of women's high-grade McKays, which he is showing to the jobbing trade. A number of snappy, catchy lasts are seen and the workmanship, finish and style of the samples bespeak a bright future for the new factory in St. Stephen, which is now in full operation. Mr. Clark has had a successful trip throughout the Maritime Provinces and is on his way to Winnipeg on business.

Nineteen-Fourteen is J. & T. Bell Centennial Year

One Hundred Years Under the Same Firm Name—A Unique Record—Short Sketch of Firm's History—Old Time Shoemaking Contrasted With Present Style

Few firms in any line of business can look backward over 100 years of successful business experience, fewer still when said business has been conducted continuously under



H. E. MOLES, MANAGING DIRECTOR

the same firm name. Such, however, is the splendid record of J. & T. Bell, Limited, Montreal.

It is a far cry from 1814 to 1914, but just as far a cry from the little squat factory down on old Notre Dame street, in which Joshua and Thomas Bell, the founders of the business, began manufacturing in a small way, to the big and modernly equipped factory on Inspector street, illustrated here, where this firm carries on business to-day. As will also be shown by other illustrations herewith, there is just as big a difference between the product of 1814 and of 1914.

Shoemaking in the Old Days

Right down in what was then the heart of old Montreal, close to where St. Lawrence Boulevard begins to-day, was the first Bell factory—a small affair indeed judged by present standards, but a good sized undertaking for those days. The two brothers, Joshua and Thomas Bell, manufactured women's turned prunella cloth buskins almost exclusively. At the death of Thomas Bell the business passed into the hands of Samuel Bell, another brother, by whom in time it was sold to the latter's nephew, the late John T. Hagar and John Stephens. The partnership between these two was dissolved after a year or two, John T. Hagar continuing the business as sole proprietor.

During this stretch of years, however, the business had been moved to the present stand on Inspector street and housed in a fine new building. At the death of John T. Hagar, in 1909, the business was formed into a joint stock company with H. E. Moles, who had been connected with the business for many years as vice-president and managing director, under whose direction the business continues to-day.

This gives a brief sketch of the development of this business up till recent years. While the recital may sound prosaic enough to the reader it takes only a little imagina-

tion to perceive what a world of individual and united effort on the part of everyone concerned was necessary to put this firm in the proud position it occupies to-day as practically the oldest, as well as one of the best known shoe firms anywhere in Canada. To be able to look back over a hundred years of steady growth and constant expansion of trade without interruption, is an unique record.

To-day the officers of the company are as follows: Dr. C. B. Keenan, president, representing the Hagar Estate in-



ONE OF THE FIRM'S FALL OFFERINGS

terests; H. E. Moles, vice-president and managing director; A. A. Bradley, secretary-treasurer; John Laughton, sales manager; F. N. DeLancey, superintendent.

During the past three years there has been a very material increase in the firm's business, and seven representatives, all of whom are men of standing and experience in the trade, look after the firm's interests throughout Canada. Three of these, Louis Godbolt, F. M. Hoffman and J. Lamonte handle the business from Port Arthur west. Mr. Godbolt is especially well known, having been connected with the firm for 25 years and having grown up, one might



say, with the various cities throughout the West, in which he has so long been the representative of the house.

In eastern Canada C. E. Fice handles all Western Ontario business. Irwin T. Frederick covers Eastern Ontario, Roy C. Fraser the Maritime Provinces and Quebec. All of these are well known salesmen in the trade. W. G. R. Roger is city salesman for Montreal.

J. & T. Bell, Limited, make to-day high-grade welts

and turns for both men and women. Equally well known, however, are the specialties which they have the sole right to manufacture in Canada; specialties which now represent



a large proportion of the operations of the company, having become so well and favorably known to the trade. These specialties are the Dr. A. Reed Cushion Sole Shoe for men women, the Cushionet Turn Shoe for women, and the Doctor's Special Waterproof shoe. All that long experience, close observation and careful manufacturing can accomplish go into these shoes and they undoubtedly deserve their ever increasing popularity.

Examples of Present Day Shoeing

The two cuts accompanying will give a good idea of the character and quality of the shoes turned out by J. & T. Bell, Limited, to-day. Truly there is a vast gulf between the ultra modern style and appearance of this footwear and the antique specimens of shoemaking also illustrated herewith (which we presume were fashionable enough in their day.)

Congratulations and good wishes generally are being extended to the firm on this their centennial year by the



shoe trade, both retail and wholesale, and manufacturing with which they have been connected for so long and in the development of which they have played a very important part.

Williams' Factory Starts Up Again

The Williams Shoe Company, of Brampton, which has been closed down for the past few weeks, is again in full operation. The company has been re-organized and rejuvenated, and the assets, building and plant have been taken over by several local capitalists, the price paid being \$57,500. More than double the amount of paid-up capital of the old company has been subscribed and is fully paid up. It is understood that the sum raised is \$75,000 and the claims of the creditors having been satisfied, the new company starts without any liabilities and with a substantial surplus in the bank to carry on operations. S. Mullett, of Orillia, who was a member of the Williams Shoe Co., some years ago, will be the general manager. He is a thorough business man with years of success and experience, and among the other stockholders are Messrs. John McMurchy, Birss, Brundle, Pickering, Shields, Hammond, Johnson, McCallum, Dawson, and others. G. L. Williams will also be associated with the new company. It is understood that the firm has some \$90,000 worth of orders on hand to fill, and about 150 hands will be employed. It is confidently expected that the Williams Shoe Co., under new management, will enjoy a very busy and prosperous season. The name of the company will remain as formerly, and the new stockholders are enthusiastic over its future.

Some Catchy Men's Styles

The Cook-Fitzgerald Co., Limited, of London, are showing a most complete range of samples in three grades of welts for men for the coming trade. The products of this well known firm are characterized by the snap and ginger which has always been a feature of Astoria and Liberty shoes. Many new lasts and patterns are shown in the old established brands, while the Tecumseh shoe, which will be made in the No. 2 factory, is a worthy running mate for the samples of their No. 1 establishment. It is not so many years since the Cook-Fitzgerald Company used but half of their present No. 1 factory, but in the past two years they have made remarkable progress and are to-day turning out as many fine shoes for men exclusively as any factory in Canada. Their samples show a wide range of lasts—eight new ones having been installed for this trade, while all the novelties in leathers, fabrics and shoemaking are featured.

Among the leathers used in the line are Creese & Cook's new mahogany tan, a most popular shade this year wherever well dressed men are seen, Pfister & Vogel's Lotus and A. C. Lawrence's Tan Gun Metal. In Canadian leathers Davis shows prominently, while samples from Beardmore and other representative tanners are also displayed. Many cloth topped models are featured. A big line of patents with Black English corkscrew and mohair tops are most attractive. Several tans are included in this line, the darker shades predominating. Some of these are equipped with Lawrence's Juniper soles, which are remarkable for their flexible and non-slipping qualities. Another shoe for the city trade that was noticed was one with a Lindenoid heavy single chrome sole, whose wonderful wearing and non-slipping features have been demonstrated. There are felt lined shoes with cushioned or felt innersoles and one with a wool lining, felt innersole and doubler with a chrome outer sole—the acme of solid comfort and a certain cure for cold feet. All the patterns used by the Cook-Fitzgerald Co., Limited, are drafted by the best pattern maker in Massachusetts. A distinctive feature shown in their English bal model is a square throat that has beautiful lines and carries with it a square cornered top. The latest thing in a pump last from Newark, the home of pumps, is offered. This calls for a special pattern which guarantees a snug ankle fit.



AMONG THE SHOE MEN.

J. T. Brown, maker of shoes, Vancouver, has assigned. Fred Busch has commenced a shoe making business in Medicine Hat.

Charles Sterling, of Sterling Bros., London, was in Montreal recently.

Aird & Son, Montreal, have installed some new machinery in their plant.

H. C. Borbridge, shoe retailer, of St. Thomas, was in Toronto last week.

A. Loiseau, boots and shoes, and dry goods, Morinville, Alta., has assigned.

A. A. Cote, of J. A. & M. Cote, St. Hyacinthe, was in Montreal last week.

The Edmonton Shoe & Leather Company will enlarge their plant this year.

J. V. Thelin & Sons, have commenced a shoe making business in Macleod, Alta.

Leo George of Eganville, Ont., was in Toronto last week on a shoe purchasing trip.

Mr. Bradley, of Hoods Limited, Fort George, was in Toronto last week on business.

C. E. Coles, shoe retailer, of Brantford, Ont., was in Toronto this week on business.

H. H. Lightford, of Perth Shoe Co., Perth, spent a few days in Montreal recently.

L. G. Lockett, of the Lockett Shoe Store, Kingston, was in Toronto last week on business.

C. A. Davies, of Blachford, Davies & Co., Toronto, was in Montreal and Quebec recently.

R. T. Hayes, of J. M. Humphrey & Co., St. John, N.B., was in Quebec last week on business.

The Eureka Rubber and Tire Co., of Toronto, has been incorporated with a capital of \$40,000.

E. M. Foster, boot and shoe merchant, suffered a fire loss in Calgary and has held a big sale.

The Humphrey shoe factory, St. John, making solid leather shoes, is running to its full capacity.

E. T. Jacobi, of Toronto, and C. Hurlbut, of Preston, were in Rochester recently on a business trip.

C. F. Rannard, of the C. F. Rannard Shoe Co., Winnipeg, was in Toronto and Montreal last week.

A. J. Allen, Queen street west, Toronto, has opened a shoe store on Dundas street near Brock avenue.

Mr. Clark, of Box Grove, Ont., is opening a shoe store on Queen street, near Balmy Beach, Toronto.

James Robinson, wholesale shoes, Montreal, has been for some time in Atlantic City and New York.

C. F. Hayes, superintendent of the Underhill shoe factory, Barrie, Ont., is enjoying a month's holidays.

Philip Pocock, of the London Shoe Co., London, Ont., was in Montreal and Quebec last week on business.

J. A. Adams and Ken Murray, of the Murray Shoe Co., London, Ont., were in Toronto last week on business.

Gutta Percha and Rubber Limited, of Toronto, will erect a \$30,000 warehouse in Regina in the near future.

J. S. Townsend, of the J. S. Townsend Co., Hamilton, was in Montreal and Quebec last week on a purchasing trip.

H. P. Bonnick, of Regina, Sask., has joined the selling staff of Ames-Holden-McCready, Limited, Toronto, and is covering a portion of Western Ontario, taking the territory

formerly looked after by E. J. Wilson, who has resigned. He is a son of Charles Bonnick, Toronto.

J. & O. Downey have started in business in Okotoks, Alta., and will deal in clothing and in boots and shoes.

J. A. McLaren, of McLaren & Dallas, Toronto, is spending a few days in Montreal and Quebec on business.

F. W. Knowlton, Montreal, manager of the U. S. M. Co., of Canada, has been in Boston during the past week.

Martin Burns, of Coates, Burns & Wanless, London, was a business visitor to Montreal during the past week.

John Abernethy, of D. D. Hawthorne & Co., Toronto, spent the past week in Montreal and Quebec, on business.

The Ontario Tire and Rubber Co., Limited, of Welland, has been granted a charter. The capital stock is \$75,000.

G. A. Blachford, late sales manager of the Murray Shoe Co., London, was in Toronto last week for a few days.

The Ames-Holden-McCready Co. are moving into larger and more commodious warehouse quarters in Calgary.

Mr. Foster, representing A. J. Bates Co., shoe manufacturers, Webster, Mass., was in Toronto last week on business.

W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, spent the past week in Montreal and Quebec on business.

M. Ritchie, U. S. M. Co.'s agent, is at present in Quebec, being engaged particularly on bevelling and clicking machine work.

The Ames-Holden-McCready No. 1 factory, Montreal, recently defeated a team representing factory No. 2 by 5 goals to 1.

J. McCullough, 866 College street, Toronto, was in Buffalo, Rochester and other shoe centres recently on a business trip.

A. C. Gardner, shoe retailer, 761 Notre Dame avenue, Winnipeg, who has been in the business for some years, is going to retire.

J. Schwartz, representing L. B. Wassertrom, dealer in leather, New York city, spent a few days in Toronto last week on business.

J. E. Stephens, representing Hazen B. Goodrich & Co., Haverhill, Mass., was in Toronto this week showing a fine range of samples.

James Rosevear, shoe retailer, has removed from Dundas street west to the corner of Runnymede avenue and St. John's road, Toronto.

James T. Sutherland, of Kingston, representing the Cook-Fitzgerald Co., was in Toronto this week, showing a fine range of fall samples.

The many friends of W. H. Adams, shoe retailer, of Belleville, are congratulating him on the advent of a bright baby daughter in his home.

P. F. Sullivan, representing Williams, Kneeland & Co., South Braintree, Mass., makers of men's fine welts, was in Toronto last week on business.

The annual dinner of Waterbury & Rising, Limited, of St. John, N.B., was held recently and was a well attended and enjoyable function. E. L. Rising ably presided.

Bert Sproul, who recently bought out Stubbs Bros., shoe retailers, 896 Bloor street west, Toronto, has taken possession. Mr. Sproul is an experienced shoeman, and should

meet with much success. It is understood that Stubbs Bros. will open a complete shoe repair establishment on Queen street west, near Fenning's street, Toronto.

Louis P. Rix, boot and shoe merchant, Edmonton, was elected to the executive committee of the Edmonton Retail Merchants' Association for 1914.

N. Chappell, shoe dealer, St. Clair avenue, Toronto, has been spending a few days in New York and other cities accompanied by his wife and family.

C. N. Candee, vice-president of Gutta Percha and Rubber Limited, Toronto, has returned from a trip to Regina, Winnipeg and other points West.

E. C. Nevison, of Red Deer, Alta., dealer in leather, was recently married at Innisfail, Sask., to Miss Olive H. Hayward. They will reside in Red Deer.

E. W. McTear, of Toronto, left this week for an extended trip through the Maritime Provinces in the interest of P. Jacobi, shoe store supplies, Toronto.

A. L. Baldwin, Goodyear agent of the U. S. M. Co. of Canada, is at present making a trip through to the Pacific Coast, looking after outfits already installed.

Farquhar McRae, dealer in groceries and shoes, Beaverton, Ont., who was a widely known and highly respected resident of that town, passed away recently.

Frank Power, formerly of the Rideau Shoe Co., Montreal, will represent La Parisienne Shoe Co., Maisonneuve, in Eastern Ontario during the coming season.

The U. S. M. Co. of Canada have recently installed a number of new Goodyear stitchers, model "M." Where used, results have been exceedingly satisfactory.

John C. Nugent, sales manager of the Menihan Co., shoe manufacturers, of Rochester, spent a few days in Toronto last week, showing a fine range of samples.

E. B. Weiss, of Napanee, Ont., is covering the ground between Belleville and Montreal in the interests of the Miner Rubber Co. and is meeting with good success.

The stock of Hart Bros., Woodnorth, Man., consisting of shoes, dry goods, and groceries, was sold lately by C. H. Newton, of Winnipeg, who was the official assignee.

Another small fire occurred at Wickett & Craig's leather factory in Toronto recently, when flames did a couple of thousand dollars damage to the roof of the beam house.

Fred Hull will cover Toronto and Western Ontario in the interests of La Parisienne Shoe Co., of Maisonneuve. He was formerly with the Rideau Shoe Co., Montreal.

Ames-Holden-McCready, Limited, Montreal, have declared a quarterly dividend of one and three-quarters per cent upon the preferred capital stock of the company.

The McCall Shoe Co. have opened a new store on the west side of Yonge street, near Carlton. This makes five stores in Toronto, which are now operated by this company.

Jas. Donohue, representing Helming-McKenzie, Cincinnati, manufacturers of fine women's welts and turns, was in Toronto last week, showing a splendid range of fall samples.

W. E. Short and R. Percival, who represent the Kingsbury Footwear Co., Montreal, throughout the Western Provinces, left Montreal Saturday night with fall samples.

Walter Powell, who conducts two shoe stores on Dundas street, Toronto, intends remodelling his western store and will put in an up-to-date front as well as renovate the interior.

C. Keen, lately in charge of the finishing room of the Relindo Shoe Co., Toronto, has gone to Galt, where he has taken an important position with the Galt Shoe Manufacturing Co.

The shoe store of Edward G. Bridgman, 691 Yonge street, Toronto, was damaged by fire on March 8th, when flames broke out owing to the explosion of a coal stove. Live coals were scattered about the place. The damage to

the building was slight, but that to the shoe stock was about two thousand dollars.

Samuel Koffman, shoe retailer, Dundas street, Toronto, intends retiring from the business and removing in the near future to a fine farm of 250 acres which he has purchased in Bolton township.

W. C. Meyers, western Canada representative of the Rideau Shoe Co., Montreal, who has been confined to the hospital in that city from an attack of pneumonia, is very much improved.

Eight thousand five hundred beef hides were purchased at the Edmonton plant last week by W. J. Donley, traveler for M. R. Allen, Sons & Co., of Kenosha, Wis. The firm uses 2,000 hides a day.

Charles L. Owens, of the Royal Shoe Co., Toronto, has returned from an extended visit to New York, Boston, Philadelphia and other cities inspecting styles and special offerings for the coming season.

The Overland Department Store has opened in Redcliffe, Alta., with three departments—groceries, dry goods and boots and shoes. D. McAllister is the proprietor and Alex. Clachrie the manager.

J. D. Anderson, formerly employed in the Vernilyea Shoe House, Belleville, Ont., now engaged in the clothing business in Banff, was able to save his stock but lost his store in a recent fire in that town.

Harry Thompson, of the Thompson Shoe Co., Montreal, was in Toronto last week. The company will in future handle women's lines exclusively, both high grade and medium class in welts and McKays.

The New Westminster, B.C., Retail Merchants' Association put themselves on record as favoring a statutory weekly half-holiday and the closing of all stores at 6 p.m., except on days preceding holidays.

Lieut. W. A. Moore, of Beardmore & Co., Toronto, has been pursuing a special course at Stanley Barracks, Toronto, qualifying for a captaincy in the 9th Mississauga Horse. He will shortly be gazetted a captain.

Extensive alterations are now being made to the Yale Shoe Store in Winnipeg which, when completed, will give J. Affleck, the proprietor, one of the handsomest and brightest footwear establishments in Canada.

The assets of the Elkman Shoe and Supply Company, of Brampton, are being offered for sale by the provisional liquidator, W. J. Heaven, of the Anglo Canadian Leather Co., of Toronto. The assets are about \$8,000.

Roger Owen, late of the Brandon Shoe Co., Brantford, Ont., has gone to Redcliffe, Alta., where he has been appointed foreman of the making room in the new Alberta Shoe Manufacturing Co. factory.

Geo. J. Cowling will cover Ontario along with Frank Rousseau, for the Relindo Shoe Co., of Toronto, during the coming season, while L. F. Jackson will look after the interests of the firm in the Western Provinces.

Fire broke out in the shoe store of William Crothall, New Toronto, a few days ago, and completely wiped out the frame premises. The damage to the building and stock was about \$2,500 and is only partially covered by insurance.

Wm. Perrault, recently with the Slater Shoe Co., Montreal, has started a Goodyear repair plant in Sherbrooke under very favorable conditions. This gentleman is widely known and popular among the Montreal shoe operatives.

Thomas Hague died this week at Kew Beach, Toronto, at an advanced age. He was born in England but came to Canada when a young man and for forty years was in the shoe business at Waterford, Ont., retiring several years ago.

The Murray Shoe Co., of London, which was recently reorganized, has elected the following officers: G. H. Murray, president; J. A. Adams, vice-president and general

manager; A. M. Jarvie, K. D. Murray and R. J. Johnson, directors. G. A. Blachford has retired and J. F. Kerrigan has resigned as general manager. The firm has opened an office in Montreal at 214 Lemoine street.

Considerable stock of the Canadian Consolidated Rubber Company, 317-321 Bank street, Ottawa, was damaged through a frozen radiator bursting recently. Several inches of water covered the floors of the sample rooms and basement.

W. A. Marsh, of the W. A. Marsh Co., shoe manufacturers, Quebec, is progressing favorably and is now able to be wheeled around the house in a chair. It is expected that, with the advent of warm weather, he will be able to be out again.

Harry Borbridge, shoe retailer, of St. Thomas, has purchased the Temple Shoe Store in Brantford and taken possession of this large and well equipped establishment. Mr. Borbridge's brother will be in charge of the business for the present.

The Hurlbut, Co., of Preston, are making alterations to their factory, acquiring more room by which the capacity of the plant will be greatly increased. The firm report an active demand for their children's welts, which they make up to size 10½.

The U. S. M. Co. have, during the last month equipped Goodyear shoe repairing shops in St. John's, Que., Sherbrooke, Westmount, Montreal and Richmond. They state that a large demand is being made for Goodyear shoe repairing outfits.

The effect of the Underwood tariff in drawing Canadian cattle to the United States is shown in a return tabled recently. In the four months, October to January, 162,491 head were exported, as against 20,101 in the corresponding period of last year.

Lyon Shoes, Limited, of Montreal, have been granted a federal charter with a capital of \$50,000. The company are empowered to carry on a general shoe business, both wholesale and retail, and to manufacture and deal in all kinds of footwear, findings, traveling goods, etc.

The residence of Charles Tilley, 82 Roxborough street, Toronto, was recently entered by burglars. The police, who were notified by Fred Blachford, captured the two intruders in the cellar. Mr. Tilley has been spending the winter months in California and his house was unoccupied.

N. S. Steeves, of Moncton, will represent the Minister, Myles Shoe Co., of Toronto, in the Maritime Provinces this season, taking the place of Tom J. Gallagher, of Shediac, N.B., the eastern representative of the firm for the past three years, who has had to retire owing to ill health.

Frank Morgan, manager of the Edmonton branch of the Ames-Holden-McCready Co., Limited, was in Toronto this week on his way home from the conference of managers in Montreal. A. L. Johnson, of the Winnipeg branch, also spent a day or two in Toronto while returning to the West.

At the last meeting of the Joint Council of the Boot and Shoe Workers' Union, in Montreal, resolutions were passed unanimously endorsing the candidature of Zotique Lesperance, business agent of the local union, for alderman in Longue Pointe Ward. Joseph Ainey was also endorsed for controller.

Fleury & Co., shoe dealers of Norwood, Ont., finding their old stand too small for their growing trade, and their window space too limited, have rented the large store between Richardson's general store and J. L. Squire's flour and feed store. They have moved into their new and spacious quarters.

The B & Y shoe store, of Vermilyea, Alta., have installed a buffing machine in their repair department. The

firm contemplate further improvements and one of the members stated that it will only be a short time before a calf-skin will come in the back door and go out the front in the shape of dainty women's shoes.

A charter has been granted to the Firestone Tire and Rubber Company of Canada, Limited (Winnipeg), dealers in all kinds of rubber, rubber tires, rubber goods, gasoline, mineral oil, etc. The capital stock is \$5,000. The incorporators are: Arthur O. Myers, J. H. N. Kennedy, Edgar H. Matheson, Philip C. Locke and Frederick R. Sproule.

The O. B. Shoe Co., Drummondville, are getting ready to start on their run of men's and women's welts and say they expect very shortly to have everything adjusted, so as to resume operations after the recent fire, which came at a particularly unfortunate time, as they had all their new lasts in and everything ready to begin a very busy season.

C. A. McKimm, of Smith's Falls, Ont., for several years traveling for the Regina Shoe Co., covering Eastern Ontario, has been appointed representative for the Aylmer Shoe Co., of Aylmer, Ont., makers of men's welts, and the Nursery Shoe Co., of St. Thomas, Ont., makers of misses' and children's turns and McKays. Mr. McKimm has had large experience both in the retail and on the road. He is

A SALESMAN WHO HAS MADE GOOD

George H. Taylor, who has been recently appointed Ontario representative of the Kingsbury Footwear Co., expects to start out on his new duties early next month. Mr. Taylor who was born in Stratford, Ont., has had an extended experience in the shoe selling game and is well liked for his sterling character and upright business ideals. After residing in St. Thomas he went West and worked in several



towns for five years in the retail line. Returning East he accepted a position with the Merchants' Rubber Co., of Berlin, covering central Ontario. He was also in Montreal and Toronto branches. Seven years ago he joined the traveling staff of the Williams Shoe Co., of Brampton, and opened up Quebec and the Maritime Provinces for them, meeting with splendid success. For the last three years he also handled the Brandon Shoe Co.'s line, along with the Williams. A few weeks ago he resigned from these two firms to go with the Kingsbury Footwear Co. Mr. Taylor is at present living in Hamilton, but will remove to Toronto in the near future.

looked upon as an up-to-date shoe man, has a good connection on this ground, and is popular with the trade, who will wish him every success in his new connection.

Ames-Holden-McCready, Limited, held their annual conference in Montreal last week, when managers of every branch were present. Spring styles were discussed and routine business was thoroughly gone into. The business

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FOR SALE—One complete Brantford Showall Window display fitting, nickel plated standards and brackets, three sets bevel edge plate glass shelves; all in perfect condition. Will fit any window, 7 by 4 or larger. Reason for selling changing store front. Fixtures cost \$88, make me a cash offer. J. McCullough, 866 College street. Toronto.

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FOR SALE—Brantford Showall Window Fixtures, suitable for average window, in splendid condition. Apply, Simpson's Shoe Store, 419 Parliament street, Toronto.

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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.

FOR SALE—A Boot Repairing Business. First-class Electrical Machinery in use 8 months—the largest and most modern in use—with Sole Sewing Head attached. Business doing 70 dollars per week in winter time, 130 to 150 dollars per week in summer time.

340 pounds cash. References if required. Reason for giving up: Retiring. Apply

R. BOULTON, Boot Store,
23rd, Cor. Wall Street, Saskatoon, Canada.

proceedings lasted five days, several sessions being held. All the factories were visited.

Harry McKellar, of Berlin, sales manager for the Consolidated Felt Companies, was in Montreal and Toronto last week on business.

G. W. Warriner, shoe retailer, 1243 Bloor street west, Toronto, has widened his store by several feet and put in a double front, which is of a very attractive character. The windows are of the latest type and the entrance is imposing. Several interior changes have been effected which make Mr. Warriner's place of business one of the neatest in that section of the city.

The tannery of the Anglo-Canadian Leather Co., in Huntsville is now turning out about fifteen hundred sides per day. The Huntsville Forester says that C. O. Shaw, general manager, has found that the action of the Wilson administration in removing the duty on sole leather has opened a wider market and much of the output is now going to Chicago and St. Louis.

L. J. Iles, who for the past five years has represented Blachford, Davies & Co., in Eastern Ontario, has been appointed special representative of the Woelfle Shoe Co. of Berlin, and Chas. A. Ahrens, Limited, of Berlin, covering the territory east of Toronto. W. G. Hardie and A. A. Echol are making rubber selling trips for Blachford, Davies & Co. in Eastern Ontario.

A disastrous fire broke out last week in the boiler room of Geo. A. Rudd & Co., harness manufacturers, 787 King St., Toronto, completely gutting the structure. The building and contents were insured for \$40,000, and the loss amounts to considerably more than this sum. A year ago the Rudd Co.'s factory was badly burned. Several persons are thrown out of employment by the disaster.

L. O. Breithaupt, of the Breithaupt Leather Co., Berlin, has returned from a trip to Montreal where he was introducing their new lines of Trent Valley oak sole leather, including stock for welts, fine McKays, turns and Goodyear insoling. He is well pleased with the outlook for the new lines which the firm have added to their old reliable lines of Eagle Union Oak and Penetang.

The C. E. McKeen Co., Reg., of Quebec, was recently dissolved and the business is now being carried on by Frank W. McKeen, one of the former members of the firm. The firm will continue making their usual brands and will specialize on men's shoes at from \$4 to \$6, and on boys' from \$3.50 to \$4. Frank W. McKeen's many friends wish him every success in his new venture.

Fawn and gray and brocaded tops, with patent leather vamps are being shown by many of the leading stores in women's shoes. Some of most popular colors are taupe, pearl gray and white for topping. In men's, a pair of patent leather shoes with white broadcloth tops is among the latest creations. Fawn and gray uppers are also having a fair measure of appreciation in men's shoes.

The McQuay Tanning Co., of Owen Sound, have withdrawn their petition to the town for a loan of \$25,000 and have decided to make an extension to their plant without assistance in any form. An addition will be built this summer and another next year, and these two will be as spacious as the one originally contemplated. The plant is devoted exclusively to the manufacture of high-grade harness leather.

Arthur R. Thompson, of St. John's, son of C. R. Thompson, manager of the Newfoundland Boot and Shoe Co., has established a tannery in Harbor Grace, Newfoundland. Mr. Thompson lately severed his connection with the Sudbury Waterproof Seal and Leather Co., of St. John's, of which he has been manager for the past five years, to go into the manufacture of leather on his own behalf. He intends to confine his operations to the chrome process of tanning.

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PROCESS PATENTED

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THE IDEAL SHOE FOR CHILDREN



WHOLESALE DISTRIBUTOR
PHILIP JACOBI
TORONTO.

*A Child could go Barefoot in a HURLBUT WELT
shoe and never miss the Stockings*

PROCESS PATENTED

New Features in Snappy Fall Styles

(Continued from Page 56)

very strongly this season is their woman's dull calf blucher with medium high toe, Cuban heel, and perforated foxing. Another neat looking last is their men's gun metal blucher carrying a medium high toe, plain quarters, with a low heel and narrow shank. This shoe presents a fine appearance and is designed to suit the medium class trade. A woman's patent leather with fairly high heel, medium high rather round toe and grey cravenette upper, is also shown by them and looked upon as one of their best lines. The Rena Footwear Co. is a young concern, but turns out as neat a shoe as many of the larger factories, and lines that are their equal in every way. Mr. Frank Power has been engaged by them to cover the larger Ontario centres, and his many friends in that territory will be glad to know that he is taking hold of a line well worthy of his acknowledged selling ability.

Several New Lasts Added

Although the Rideau Shoe Company's factory in Montreal was destroyed by a disastrous fire last summer, this firm got speedily to work and sent out their travelers with the lines to supply their customers. The trade was supplied all over the country to a large extent, although, some of their customers on account of the lateness of the travelers were missed. For the fall season, 1914, the Rideau Company say they will be better prepared to take care of their trade than ever before, with a large number of their old popular lasts and numerous new lasts. They feel their range will show to greater advantage than before. Receding toes for city trade in all leathers have been added to their men's lines, also heavy lines of storm leathers, with leather linings and double viscolized soles have been added for the Western requirements. To the women's lines have been added a full line of turns with kidney heels and other heels of the latest designs. Patent leather and gun metal with cravenette and brocaded quarters are being shown for the fastidious trade. Lines of boys' shoes, machine sewed and welt shoes are another new departure. To make this line complete they have added several men's turn slippers and pumps. Travelers are starting out immediately, ready to supply any and all requirements in footwear.

Medium High Toe to Front

Dupont & Frere, Maisonneuve, are showing some new lasts for the fall season which they feel, ought to take with their customers. They feel that the medium high toe is going to be the strong seller again this year and, therefore, their samples run for the most part along these lines. During the past year they have increased their capacity and are now in a much better position to cater to the demands of their trade. One of their new lines is a medium high toe, carrying a narrow shank, and rather low heel. Gun metal calf they state will have chief call with their patrons, and some lines are being made in dark Russia tan.

The Eureka Shoe Company, Papineau avenue, Montreal, are a new firm which started about six months ago. This company have installed a line of samples that they feel will take with the fall trade. They are showing a women's last with long narrow toe and Cuban heel made in both button

and blucher, that ought to be a strong seller. Patent leather they say will go strong this season, but do not expect much demand for women's tans.

The Relindo Shoe Co., Toronto, are displaying a large number of patent shoes, with plain receding toes, fabric quarters and tops, and spool and kidney heels, while a few have the real Louis heel. Some nice offerings are seen in black suede and others have fawn and grey silk tops. This makes a very pleasing combination. The majority of the samples, however, have the Cuban heel and a number of shoes have rubber soles and heels, while a few of this kind have spring heels, with blind eyelets. A Tango boot made entirely of patent leather with white eyelets and fancy inset of white kid on the outside quarter is something of a novelty, and adds variety to this interesting line. Ninety per cent of the showings are buttons. The low custom effect for women is seen in several walking and outing shoes. Most of the button shoes have fewer buttons than last season.

The Slater Shoe Company, Montreal, for fall have added a number of new lines of shoes, and are featuring women's shoes to a greater extent than ever before. Many new lasts have been added a complete line of turns with spool heels, kidney heels, and Cuban-Louis heels, fancy colored kid tops, shoes with whole quarters of cravenette and brocaded cloths, with patent and gun metal circular vamps, are being shown in large numbers. New lines of boys' shoes, which they say will supply a long felt want in the Canadian trade, have been added. These shoes are machine made, patent, gun metal and tan, to retail for \$3.00 and \$3.50. Boys' welt shoes to retail at \$3.50 and \$4.00. In the Slater men's line, receding toes with broad shanks and low heels in mahogany Russia, nut brown Russia, gun metal, and patent, with plain beaded stitched tips are being featured. Many cloth tops in button are shown in all leathers. A special shoe in the Slater line is sample number 12, brown winter calf with a hand sewed inverted welt, and viscolized soles. This line is being featured as an absolutely waterproof shoe.

Some Attractive Productions

La Parisienne Shoe Co., Montreal, who manufacture women's high-grade shoes only, feel that they have for Fall 1914 a line of samples that are representative in every way and among which are to be found several new lasts. One new last being shown by them is a woman's 22-button, all cravenette, fleece lined shoe with rubber sole and heel. The toe is a medium recede one and the shoe carries a 16/8 Cuban heel (with rubber). This shoe they say will be a sure winner as it is designed to sell wholesale at about \$5, and although it is a good solid, warm shoe, it cannot be called heavy by any one, no matter how imaginative he may be. The above described shoe is also turned out with 13 and 18 buttons. Another last being shown is a woman's patent 13-button shoe, turned out in both cravenette and leather tops. It has a mock welt, 11 gauge sole and a 16/8 heel, medium high round toe and short vamp, with a medium width shank. This last is built along unusual lines and is sure to be a trade winner. As regards what leathers will be popular in women's shoes this season, the firm state that in their opinion the large call will be for patent leather. After this the same call as usual will be made for the duller brands in dark leathers. Cravenette tops they say will go

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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.

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THE BREITHAUPT LEATHER CO., LIMITED

BERLIN

ONTARIO

strong and it is very probable that the chief demand will be for plain goods of this type rather than for the more fancy cloths and brocades. Tans of every description in women's shoes will be, practically speaking, dead for some time to come. Several new travelers have been engaged for the coming season, among them Frank Power, who will cover Eastern Ontario, and Fred Hull, formerly with the Rideau Shoe Co., Maisonneuve, who will look after the interests of the firm in Toronto city and Western Ontario.

The Kingsbury Footwear Co. have some very attractive lines for fall, and are showing a number of women's button, with brocade and cloth tops, and also with full fabric quarters. Patent is the leading leather with gun metal as a close second. The spool heel is very popular and is seen on a large number of the offerings. The fairly long receding toe seems to have the call in the majority of the samples. Colonials are strongly to the front, with a variety of ornaments, some of which are placed well on the side. Several have brocade quarters. The line embraces the usual representative collection of conservative patterns and medium high toes.

Chas. A. Ahrens, Limited, Berlin, has added a full range of white elk to the line for next season and they feel that they will have a well deserved run. They have also put in a new woman's last with a medium high toe and full fitting qualities. It comes in "E" width. Ed. Wettlaufer, sales manager of the company, left last week on an extended business trip to Alberta and British Columbia. He will go as far as the Coast. D. H. Musselman also left for the West and will sell the Ahrens shoe in Winnipeg, northern Manitoba and Saskatchewan. J. Lembke is doing the "Soo" and Northern Ontario for the firm.

The manufacturer of a staple line of shoes says, they have introduced a large number of high cut storm calf boots which they think are going to take very well, principally to take the place of Elk which they declare is a most unsatisfactory stock for both tanner and shoe manufacturer. The storm calf is very easily cleaned, and practically waterproof. Boys' and youths' box kip lines are also being introduced quite freely, but it is expected when business opens up in earnest there will still be the usual demand for tan grain, pebble and gun metals, while Western trade will possibly call for some of the cheaper lines in split, etc.

The Eureka Rubber Co., Limited, of Toronto, has been granted a charter. The share capital is \$40,000, and the incorporators are John L. Reid, T. Metcalfe, Percy S. Greaves, Ed. Gillis and A. McMullen. The company is empowered to manufacture rubber nipples, finger cots, baby comforts, gloves, water bottles, syringes, tires of all descriptions, boots, rubber sundries and rubber accessories of all kinds.

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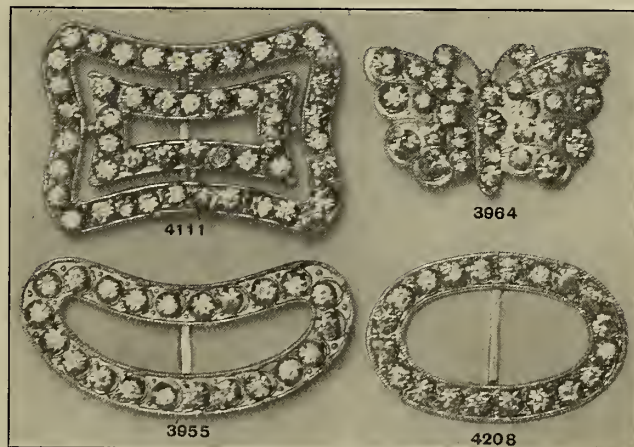
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Have you seen the new Clark line of high grade McKays for women?

If you haven't, it would be to your distinct advantage to avail yourself of the opportunity right NOW, by asking us to show you samples.

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And when you see how eagerly the progressive shoe dealer will connect up with such a snappy line, you will be grateful to us for "putting you wise."

Style, Fit, Comfort and Wear taken into consideration, the Clark shoe is positively unbeatable.

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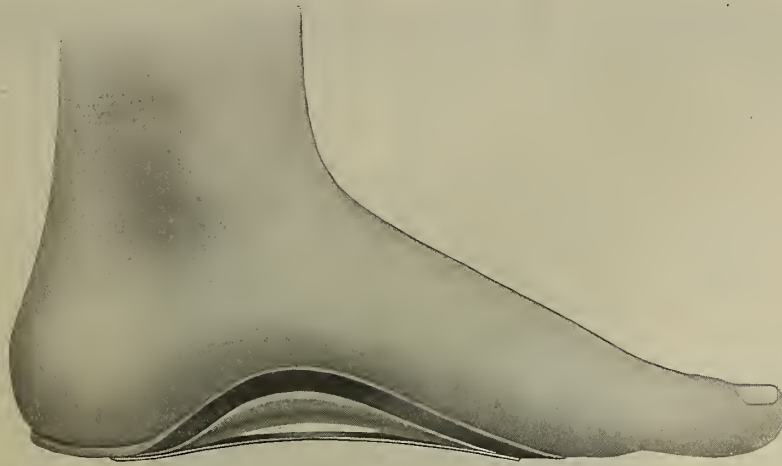
**NO DIAMOND  TRADE MARK
No Fast Color**

Get this fact firmly fixed in your mind. It may be the means of saving you considerable annoyance and inconvenience; for, if you will insist that the diamond trade mark shall appear on the surface of the eyelets in the shoes you order, you will be entirely free from any complaints regarding "Brassy" eyelets. Fast Color Eyelets are the only kind that cannot wear "Brassy." They enhance the good appearance of shoes more than any other accessory used in their manufacture; and, made as they are, with celluloid tops of solid color, they do not grow old but retain their bright, new appearance long after the shoes are worn out.

The diamond trademark is a sure cure for all eyelet troubles. Only the genuine Fast Color Eyelets have it.

United Shoe Machinery Company
of Canada
MONTREAL, QUE.

122 Adelaide St. W., Toronto 492 St. Valier St., Quebec



Scholl's Foot-Eazer

A practical, scientific appliance that instantly and permanently relieves tired, aching feet, weak ankles and other troubles caused by structural weaknesses of the feet. It is anatomically designed, and the self-adjusting, double-sliding spring feature supports the arch in nature-like, easy manner—gives a natural elasticity and springiness to the step—correctly relieves the foot muscles of all strain, and gives absolute rest to the muscles and nerves. It is adjustable to all feet and can be worn in any shoe unnoticeably or changed from one pair to another instantly.

Retail price, \$2.00 a pair

Up-to-date Shoe Dealers carry them.

THE SCHOLL MFG. CO. CHICAGO

Branch Offices: New York, Toronto, London, E. C.



Write for Free Booklet

“Scientific
Corrections
for Ailments
of the Feet.”

Get all the information
about the
SCHOLL LINE
of
Foot Appliances
and Specialties.

It'll be worth your
while.

Seventh National Shoe and Leather Market Fair

MECHANICS' BUILDING, BOSTON, MASS., JULY 8-15, 1914



Exhibition Spaces Now Open

Shoe manufacturers, tanners, manufacturers of shoe and leather machinery, materials and supplies, who wish to meet and show their products to the largest gathering of buyers ever assembled under one roof can do so by taking space in the Fair.

Price for space ranges from \$137.50 to \$336.00, according to size and location. This includes all necessary furniture such as signs, desks, tables, chairs, floor covering, etc. The exhibitor furnishes only the goods to be shown and salesman in charge. Further details furnished on application.

There will be a SPECIAL CANADIAN AND GREAT BRITAIN DAY at the Fair.

Those who wish exhibition space should apply at once to secure good location. Write to

The Jacobsen Publishing Company, Managers

No. 183 Essex Street, Boston, Mass., U.S.A.

Publishers of "HIDE and LEATHER"

CHICAGO
136 West Lake Street

NEW YORK
2 Stone Street

PHILADELPHIA
415 Arch Street

Shoe Machinery

For Every Department

FROM

Lasting to Finishing

TRADE



MARK

GOODYEAR
WELT and TURN
SYSTEMS

Consolidated
HAND METHOD
Lasting Machines

MODEL-C
IDEAL CLICKING
MACHINES

RAPID STANDARD
SCREW
MACHINES

DAVEY
HORN PEGGING
MACHINES

Heel Protector, Driving, Heel Compressing, Loading and Attaching Machines, Heel Trimming, Breasting, Scouring, and Finishing Machines, Loose Nailing and Slugging Machines, Cementing, Buffing and Skiving Machines, Gem Insole Machines, Eye-letting Machines, Eyelets, Shanks, Brushes, Etc.



UNITED SHOE MACHINERY CO. OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec

To the Shoe Dealer

We want every Shoe Dealer to know that our new line of Men's Calf Welts is the greatest profit maker to retail at \$5.00 that has yet been put on the market.

Our range comprises all the newest lasts and patterns that are contained in the best lines of American footwear.



Gun Metal and
Velours Calf

Tan and
Mahogany Brown
Calf

Patent Calf



Ames - Holden - McCready, Limited

Agents for

GRANBY, MAPLE LEAF and ANCHOR Rubbers.

Montreal

St. John

Toronto

Winnipeg

Calgary

Edmonton

Revised prices on Rubber Footwear now ready. Write for list.

Kant Krack

Dainty Mode

RUBBERS WITH A GOOD REPUTATION



Your ability to dispose of your rubber stock next Fall, will depend largely upon the reputation your selected brands have earned in the past.



Order rubbers with a good reputation, and you will experience little difficulty in

“clearing off your shelves” next Fall.

Since the inception of the Independent Rubber Co., Limited, “Kant Krack,” “Dainty Mode,” “Royal” and “Bull Dog” brands have been building up a solid reputation on Style, Fit and Wearing Qualities. People all over the Dominion will want them next Fall, because they have indisputably proven their superiority in the past.

Let this reputation work for YOU.

See your jobbers' Fall Samples.



MADE BY
Independent Rubber Co.
Limited
MERRITTON - ONTARIO

Independent Rubber Co. Brands
are sold by

| | |
|-------------------------------------|---------------------|
| The Amherst Boot & Shoe Co., Ltd., | Amherst, N.S. |
| The Amherst Central Shoe Co., Ltd., | Regina, Sask. |
| A. W. Ault Co., Limited | - - Ottawa, Ont. |
| Garside & White | - - Toronto, Ont. |
| Kilgour, Rimer Co., Limited | - - Winnipeg, Man. |
| The J. Leckie Co., Limited | - - Vancouver, B.C. |
| The London Shoe Co., Limited | - - London, Ont. |
| McLaren & Dallas | - - Toronto, Ont. |
| James Robinson, | - - Montreal, Que. |



Doctors
 ANTI-SEPTIC
 SHOE
 CAT 1908 1909
 NON
 PERSPIRO

THE
Professor

PAT. NO. 119409
 GOLD CROSS
 SHOE

AGAIN WE ADVISE YOU



that if you would make big shoe profits next Fall, and at the same time insure the satisfaction of your new customers, you must

Specify Tebbutt Shoes

Your men customers will appreciate having shoes that so nearly approach their ideals in comfort, style and service.

You'll find very few male feet that either the DOCTORS or the PROFESSOR shoe can't fit. They're made on lasts that conform perfectly to the contour of the foot.

The patent health features make them particularly acceptable to your "cranky" customers.

See your jobber's Fall 1914 samples.

The Tebbutt Shoe & Leather Co., Limited
 THREE RIVERS, P.Q.



We Want Your Placing Order.

To properly satisfy your customers' needs you require Rubbers that will give you Style, Fit and Honest Wearing Results.

Try Life-Buoys For 1914-15

and you will have the most modern Rubber Footwear Factory in Canada behind you.

Before placing elsewhere carefully consider if you can afford to be without our

Leather Innerheel Lines

(Patented. See cut below.)

LIFE-BUOY Brand is the only Brand in which you can get this recent improvement that will add fifty per cent. to the life of the Rubber.

Why not wait for our salesmen? You will have nothing to lose thereby.

The Kaufman Rubber Co. Limited

Head Office and Factory:

Berlin, Canada

Branch Warehouses in all Principal Cities.

| | | | |
|-----------|-------------|---------------|----------|
| VANCOUVER | EDMONTON | SASKATOON | WINNIPEG |
| LONDON | TORONTO | OTTAWA | MONTREAL |
| TRURO | FREDERICTON | CHARLOTTETOWN | |



Patented 1911

LEATHER
NO
JOINT
HERE
LEATHER

Buy the PERTH Because It's a Better Woman's Shoe

The Perth Factory works exclusively on Women's Goodyear Welts. Then isn't it only reasonable to suppose, that we can produce a far better woman's shoe than any factory which does not specialize on this one line?

The Perth Line for Fall 1914 is a particularly attractive one. It includes a host of snappy designs made on up-to-date lasts. You can make your selections from it, with every confidence in the Perth Shoe, to maintain and extend your reputation, as a dealer in thoroughly reliable goods.

The Perth Shoe Company, Limited

PERTH = ONTARIO



THE MARCH ISSUE OF
“FOOT PRINTS”

contains the
1914 CATALOGUE
of

“JACQUES CARTIER”

“MERCHANTS”

“DOMINION”

“ANCHOR” and

“FLEET FOOT”

Brands of Rubber Footwear.

It is full of new and improved styles and shapes. If your copy has not reached you, write for one. It is the largest and most complete catalogue of Rubber Footwear ever issued.

Canadian Consolidated Rubber Company
Limited
Selling Agents
Montreal

28 Branches throughout Canada.

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

THE SHOE MANUFACTURER

who uses

Logan's Union Slaughter and Sweat Sole Leather

doesn't need to read this ad. He knows that the saleability of his products depends upon the reliability and good quality of these leathers—and he's more than satisfied with results. Let us quote you prices.

LOGAN TANNERIES LIMITED

- -

PICTOU, N.S.

"Altera" Embossing Machine

built by the

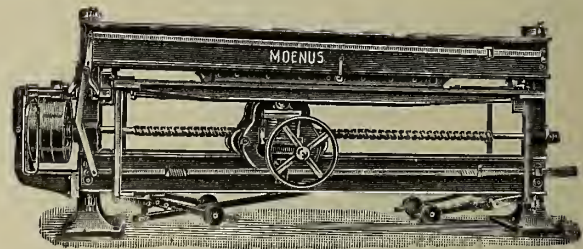
MOENUS MACHINE COMPANY, Frankfurt a.M., Germany

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.



Real Shoe Value

Quality of **MATERIALS** and *quality of WORKMANSHIP* and **STYLE** are the features essential to real shoe value. These features are pre-eminent in the

"Oberholtzer" Shoe

These qualities maintained year after year, have given the "Oberholtzer" Shoe a fixed reputation among men, women and children. It sells wherever shown—a line you can depend upon the year round, for a sure, steady source of profit.

See the "Oberholtzer" men's samples.

G. V. Oberholtzer Co., Limited
BERLIN, ONTARIO



Baggage that Brings Big Business



YOUR traveling goods section should be the most profitable department of your store. If it's not—you are not selling the right lines.

By handling B. T. & B. baggage, you are introducing a powerful selling factor in your business, that reflects great credit on the other lines you sell, and brings you increased profits and prestige.

B. T. & B. baggage is exclusive in design. Every trunk and every bag produced in our factory is made to stand the hard wear and tear to which such goods are naturally subject.

Our salesman has a host of new appealing designs to show you. They form our most convincing argument, and justify the claim we have upon your patronage.

The Berlin Trunk & Bag Co., Limited
BERLIN, ONTARIO



F. G. CLARKE, President
C. E. CLARKE, Vice-President and Treasurer
Established 1852

Manufacturers of
SHEEPSKINS
Of all kinds

Our sheepskins have been
the standard for quality
and colors in Canada for
over thirty years

Clarke & Clarke, Limited

General Offices & Works
Christie Street, Toronto

City Office & Warehouse
52 Bay Street, Toronto

BRANCHES
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G. S. HUBBELL, Agent
553 St. Valier Street, Quebec
RICHARD FRERES, Agent

The R. M. Beal Leather Co.
Limited
Lindsay, Ont.

MAKERS OF THE CELEBRATED

**John Bull
Larrigans
and
Leggings**

Give us a trial
order and be
convinced.



No. 13
14 in. leg.

STILL CLIMBING!

Sales for 1913 - - \$1,019,731.⁰⁰

Amherst Solid Shoes

SUIT THE PEOPLE

Up-to-date Shoe Stores stock the

RELIABLES

Because they MAKE and KEEP a trade

Have you them in stock? If not, why not?

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

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





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



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

No. 201
 Made in nickel plated brass. Telescope to open up from 15 to 27 inches high. Price \$24.00 a dozen. Same stand 12 x 15 inches high, stationary, \$18.00.
 P.S.—These stands are the same or even better than you have been in the habit of paying more for—our being the actual manufacturers, selling direct to the public, accounts for the low price.

No. 101
 Correct angle for holding shoe in any desired position. Made in nickel plated brass in 3, 5 and 7 inch heights. Price \$3.00 a dozen. Any size.

See large advertisement—pages 20 and 21—February 2nd edition Shoe and Leather Journal.
The Showall Window Fitting Co'y
 67 William Street, Brantford

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Your Fall Placing Orders for Men's, Women's, Boys' and Youths' Turns and McKays

will be well placed, if you make your selections from the Aird line.

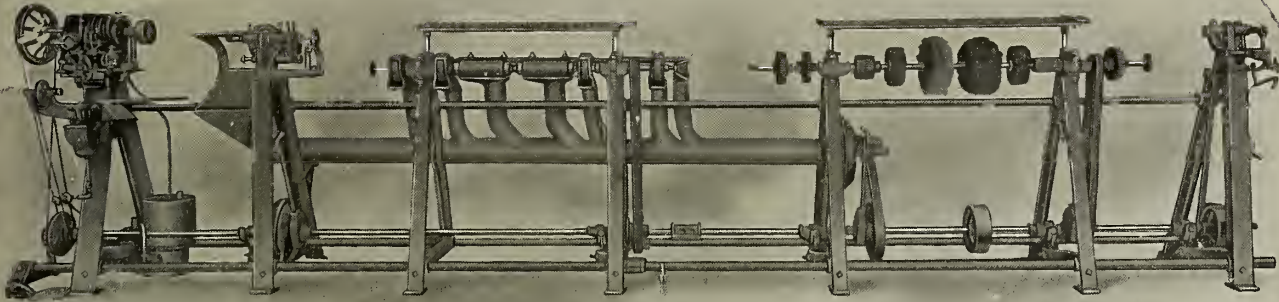
A big range of saleable designs for you to choose from.

Don't fail to see our samples.

AIRD & SON

Montreal
Canada

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



Place your Orders for Miner Rubbers Now and take advantage of the 10⁰/₀ discount

YOU will do well to place your Fall orders for Miner Rubbers early. We are offering you a special 10% discount, if you place them with us now.

This will mean a considerable saving to you, and a guarantee of delivery on time.

Give us your orders NOW.

THE MINER RUBBER CO. LIMITED

GRANBY

MONTREAL

TORONTO

QUEBEC

OTTAWA

SELLING AGENTS

- Blaehford, Davies & Co., Limited,
60-62 Front Street West, Toronto, Ont.
- Coates, Burns & Wanless - - London, Ont.
- Dowling & Creelman - - Brandon, Man.
- R. B. Griffith & Co. - - - Hamilton, Ont.
- J. M. Humphrey & Co. - - St. John, N.B.
- J. M. Humphrey & Co. - - Sydney, C.B.
- Jackson and Savage, Limited,
78 St. Peter St., Montreal, Que.
- The Wm. A. Marsh Co., Western, Limited
72 Princess St., Winnipeg, Man.
- The Miner Rubber Co., Limited
225 Queen St., Ottawa, Ont.
- The Miner Rubber Co., Limited,
21 Notre Dame St., Quebec, Que.
- The Miner Rubber Co., Limited
146 Wellington St., West, Toronto, Ont.
- The Miner Rubber Co., Limited
72 St. Peter St., Montreal, Que.



MINER
EANS
ERIT

THE SHOE & LEATHER JOURNAL



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.



SMARDON SHOES



It is an ever increasing pleasure to make high-grade merchandise year after year.

There is extreme satisfaction in finding that the wearer and dealer alike appreciate merchandise of distinctive quality.

There is no line that can lend a better tone to a shoe stock nor give greater satisfaction to your trade.

Smardon Shoes are an accepted standard of shoe value because they embody the highest possible standard of manufacturing integrity.

Fall 1914 Styles now being shown.

SMARDON SHOE CO.
MONTREAL.



DRIES A PURE
WHITE AND WILL
NOT RUB OFF



RETAILS AT 15c. AND
SHOWS YOU A GOOD
MARGIN OF PROFIT

For the
WHITE SEASON

Remember we make a
“NUGGET”
WHITE CLEANER
Just as good as our Polish

For Canvas, Buckskin, and
Nubuck Shoes, Belts, Hel-
mets, etc.

Best for Babies' Shoes.



9, 11 and 13 Davenport Road - Toronto, Ont.



Hosiery and Your Cash Register

REFLECT on the relationship for a moment! Ordinary hose has 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.



A Glimpse at Our Styles
 For Fall Selling
(We've More to Follow)

Every one as handsome in appearance and as perfect in workmanship as can be found anywhere. We are content to allow them to speak for themselves.



A natty design in Patent Colt—Top in Scotch Plaid



Our very latest in Brown Tan Calf, also in Willow Tan and Brown Calf

Kant Krack

Dainty Mode

Remember these
Brands
when placing your
Fall Rubber Orders



JAMES ROBINSON
182-186 McGill Street, MONTREAL

The Demand for Independent Rubbers Next Fall

is likely to exceed that of any previous season.

“KANT KRACK”
“DAINTY MODE”
“ROYAL” and
“BULL DOG” Brands

are becoming so well-known, so justly popular, that it requires little effort on the dealers' part to sell them.

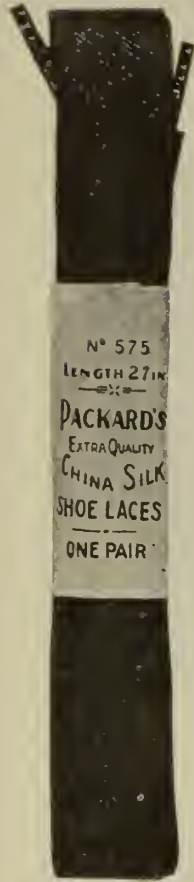
For next Fall there is an unusually wide range to select from. The designs are thoroughly up-to-date and have been executed to match Fall, 1914, Shoe Styles. That they will more than uphold their reputation for comfort, style and service, is assured.

My salesmen are now showing a full range of samples. One of them will be calling on you soon, and it will pay you to leave your Fall Rubber Orders with him.

JAMES ROBINSON
182-186 McGill Street, MONTREAL



WHEN VISITING MONTREAL CALL AND SEE US



LACES IN SILK, COTTON, LEATHER, MOHAIR, ETC.



We are Headquarters for
SHOE LACES
WINDOW and STORE FIXTURES
SHOE POLISHES
INFANTS' SOFT SOLE SHOES, Etc.



FIXTURES IN WOOD, GLASS and METAL



POLISHES OF ALL KINDS.



TANGO BUCKLES AND ALL THE LATEST NOVELTIES



COMFORT UNION PROTECTORS



Canadian Agents for
**O'SULLIVAN'S
RUBBER HEELS**



SEND FOR
OUR BIG CATALOGUE

L. H. PACKARD & CO., LIMITED
Shoe Store Supplies - - MONTREAL

HARTT

A New
Fall
Style



Men's Tan
Button, Long
Receding
Toe, Medium
Heel

JUST another example of
Hartt workmanship. A
shoe embodying the individu-
ality of design, distinctive of
our make.

ARE Hartt Shoes included
in your Fall placing
order?

The Hartt Boot & Shoe Co.

Limited

"CANADA'S BEST SHOEMAKERS"

Fredericton, N.B.

SHOES

TWO years ago when we first offered the shoe trade a well-made stylish Women's Goodyear Welt in all leathers at \$2.75 that would stand the wear test—there were skeptics.

To-day the shoe trade recognize that we have the best Women's Welt values on the market and the most profitable to the dealer.

Specialization :—A united effort to do one thing and do it better—each department buys but one grade of stock—buys it big—each operator does but one thing—does it well—entire factory system planned for least loss of time and useless motion—a saving everywhere. That is why we can now offer the shoe trade our new line

The Virginia Shoe

for women, knowing it to be the best value on the market at **\$2.75.**

Women's Welts Exclusively

PERTH SHOE CO., Limited

Perth - - - Ontario

PERTH SHOE CO. offers THE VIRGINIA SHOE

For Women



\$2.75

Women's Cloth Top, Patent Button, Plain Toe



\$2.75

Patent Vamp, Buttoned, Cloth Quarters

Our travelers are now showing a complete range of "Perth" Shoe styles for Fall.

Our line for 1914 is the best ever, and includes a well-assorted range of carefully designed models, which exemplify the graceful lines, superior workmanship and materials distinctive of our make. Our reputation for the creation of smart, up-to-date women's footwear, is more than upheld in our Fall range.

Don't fail to see our salesman's samples.

Our Representatives now on the road.

See this line first.



\$2.75

Velours Calf or Gun Metal, Dull Calf Top



\$2.75

Patent Button, Dull Calf Top, Recede Toe

Women's Goodyear Welts Exclusively

PERTH SHOE CO., Limited, Perth, Ont.



**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

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We Want Your Placing Order

To properly satisfy your customers' needs you require Rubbers that will give you Style, Fit and Honest Wearing Results.

Try Lifebuoys For 1914-15

and you will have the most modern Rubber Footwear Factory in Canada behind you.

Before placing elsewhere carefully consider if you can afford to be without our

Leather Innerheel Lines

(Patented. See Cut Below)

LIFE-BUOY Brand is the only Brand in which you can get this recent improvement that will add fifty per cent. to the life of the Rubber.

Why not wait for our salesmen? You will have nothing to lose thereby.

The Kaufman Rubber Co., Limited

Head Office and Factory
Berlin : Canada

Branch Warehouses in all Principal Cities

| | | | |
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| VANCOUVER | EDMONTON | SASKATOON | WINNIPEG |
| LONDON | TORONTO | OTTAWA | MONTREAL |
| TRURO | FREDERICTON | CHARLOTTETOWN | |



FALL FOOTWEAR FASHIONS

of

THE "CLASSIC" SHOE

ANY time you devote to the examination of the "Classic" Line for Fall, 1914, will be well repaid. Never before have we had at our command such a strong and thoroughly up-to-date line of

WOMEN'S, MISSES' AND CHILDREN'S SHOES

We have foreseen the trend of public opinion and have embodied into our shoes the most desirable and distinctive styles.

The "Classic" reputation for expert workmanship, skilful designing, good quality materials and big merchandising values, should be behind your Fall Stocks.

"Classic" salesmen are now in their respective territories with complete ranges of samples. Be sure you see our man before selecting your Fall stock.

GETTY & SCOTT, Limited

Makers of the "Classic" Shoe

GALT

-

-

ONTARIO



Women's
Welts and Turns
\$3.00 up
McKay's \$2.50 up
—
Our Children's Line is
the Cheapest and
Best in
America



GETTY & SCOTT, Limited

Makers of the "Classic" Shoe

GALT

-

-

ONTARIO

A Profitable Line

—Our New Range of
Men's Calf Welts to
Retail at \$5.00



We are firmly convinced that this new line of Men's Calf Welts retailing at \$5.00 is the biggest profit maker on the market to-day.

In this line will be found everything that is new and up-to-date in the best lines of American footwear.

These shoes come in Gun Metal and Velour Calf; Tan and Mahogany Brown Calf, and Patent Calf.

This is the line you should stock for Fall to please discriminating buyers. Ask our traveler to show you the complete line.



Ames-Holden-McCready

Limited

Agents for

Granby, Maple Leaf and Anchor Rubbers

MONTREAL ST. JOHN TORONTO WINNIPEG
CALGARY EDMONTON VANCOUVER

Revised prices on Rubber Footwear now ready. Write for list.

IN STOCK



STYLE No. 939

Black Cravanette Top, Patent Vamp, Button, Light Welt, Cuban Heel, Plaza Last.

Price of above boot, \$2.60



STYLE No. 950

Black Satin De Lane Top, Patent Vamp, Light Welt Sole, Button Boot with Leather Kidney Heel, Plaza Last. No. 951 same as 950, but with Gun Metal Vamp, Mat Calf Top. Price on either boot, \$2.75



STYLE No. 706

Patent Colonial Pump, Turn, Spool Heel, Eden Last.

Price, \$2.50



STYLE No. 952

Black Cloth Whole Quarter, Mat Vici Vamp, Turn Sole, Spanish Heel, Iris Last.

Price, \$2.85



Style No. 953. Black Cloth Top, Patent Whole Fox Vamp, medium turn sole on new Iris Last. Price \$3.00



STYLE No. 709

Patent Colonial Pump, Light Weight Welt Sole, Spanish Heel, Eden Last.

Price, \$2.50

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

Styles That Insure Sales

A Trio of Branded Tradewinners
to Boost Your Fall Trade



"TANGO"



"STAG"



"STRAND"

Brandon, Monarch or Dr. Brandon Patent Cushion Shoes enables you to get the most for your money in shoemaking. By making all shoes to order, branded with our trade mark, we can give you just the shoes suitable to your trade when you want them most. By carrying no goods in stock, we eliminate losses and can give our customers better values.

Shoes ordered by mail, or rush orders, go through our factories in **21 days**. We guarantee no delay. You can thus get the latest lasts and patterns and absolutely fresh goods. By adopting this method you are enabled to meet and

defeat competition and to get better shoes for your outlay. Other retailers are realizing the value of our merchandising methods and profiting thereby. Why not you? It will pay you to get in touch with us and have our salesman call, or we will send you samples by express.

Our travelers are now in the territories with our up-to-date Fall line. As we cannot see you all early in the season, kindly wait for our representative before placing your order. Thanking you very cordially for past favors,

We are, yours very truly,

The Brandon Shoe Co., Limited

Manufacturers of

"MONARCH," "BRANDON" and "DR. BRANDON" SHOES

BRANTFORD, CANADA

Removal Notice

Finding our present factory altogether inadequate for the increasing demand for the MACFARLANE Shoe, we are at present moving into our new plant at 61 De Normanville Street.

Under the new conditions we expect to greatly increase our output and to be enabled to carry a much larger stock of staples; and at the same time to make better shoes than ever before.



Our salesmen are now out for Fall with a full range of Macfarlane Shoes.



THE STANDARD OF QUALITY IN
CHILDREN'S FINE FOOTWEAR

The Macfarlane Shoe Co., Limited

61 De Normanville St., Mile End

MONTREAL



“LEADER” Brand McKays for Medium Purses

LEADER McKays for Men, Boys, Youths and Little Gents will undoubtedly touch a responsive chord in your community whether it be a big city or a small village. As good shoemaking as possible at a given price means a great deal more to many people than more expensive materials and workmanship at a higher price.

For this reason LEADER Brand McKay Shoes will certainly suit both the young and older men in your town whose means are limited and who have to consult their purse always before they buy.

The styles in this line are right up-to-date and the workmanship is excellent. The materials are better than in many shoes sold at considerably higher prices.

This is a fine “bread and butter” line for your business—and a line that will show an excellent volume of net profits in a season.

Our representative is now on his way to you with a full line of LEADER McKays.

Be sure you see the line complete.



CORBEIL LIMITED

Manufacturers of Welt and McKay Shoes to Retail at \$3.00, \$3.50, \$4.00 and \$5.00

MAKERS OF “BENCH-MADE” and “LEADER” BRANDS

Warehouses and Offices
71 St. Paul Street

MONTREAL

Factory:
63-71½ St. Paul Street

DERBY SHOE

“ Built up to Quality ”



MURRAY- MADE SHOE

“ Without a Fault ”

A Word about Your Fall Stock of Men's and Women's Shoes

Your stock of men's and women's shoes for Fall selling should include a liberal representation of those well-known brands---“MURRAY-MADE,” “DERBY” and “CLEO.” Don't experiment with an unknown line. Be sure and specify these brands. They are sure, swift sellers and big profit producers.

Don't fail to see our samples before making your Fall selections.

The Murray Shoe Company, Limited

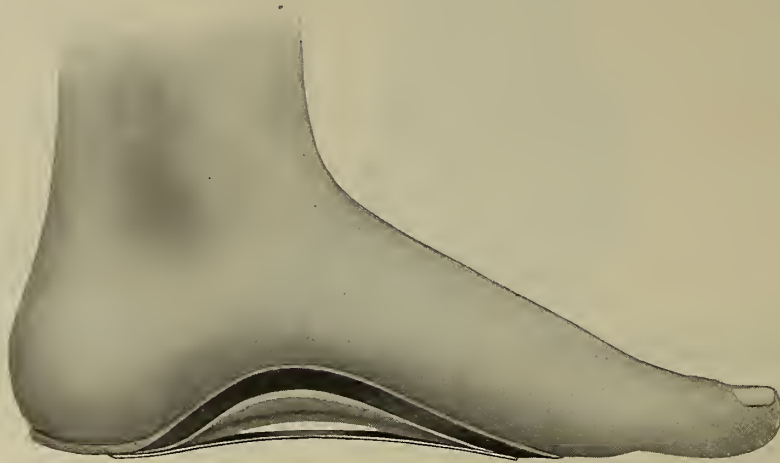
LONDON
ONTARIO

Branch Warehouse
214 Lemoine St., Montreal



THE CLEO SHOE

EXCELS IN EVERY WAY



Scholl's Foot-Eazer

A practical, scientific appliance that instantly and permanently relieves tired, aching feet, weak ankles and other troubles caused by structural weaknesses of the feet. It is anatomically designed, and the self-adjusting, double-sliding spring feature supports the arch in nature-like, easy manner—gives a natural elasticity and springiness to the step—correctly relieves the foot muscles of all strain, and gives absolute rest to the muscles and nerves. It is adjustable to all feet and can be worn in any shoe unnoticeably or changed from one pair to another instantly.

Retail price, \$2.00 a pair

Up-to-date Shoe Dealers carry them.

THE SCHOLL MFG. CO. 213 Schiller Street
CHICAGO

Branch Offices: New York, Toronto, London, E. C.



Write for Free Booklet

"Scientific
Corrections
for Ailments
of the Feet."

Get all the information
about the
SCHOLL LINE
of
Foot Appliances
and Specialties.

It'll be worth your
while.

W. J. YOUNG MACHINERY CO.

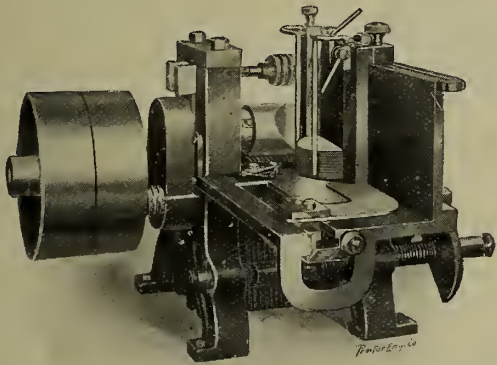
Makers of a Complete Line of

Counter and Heel Making Machinery

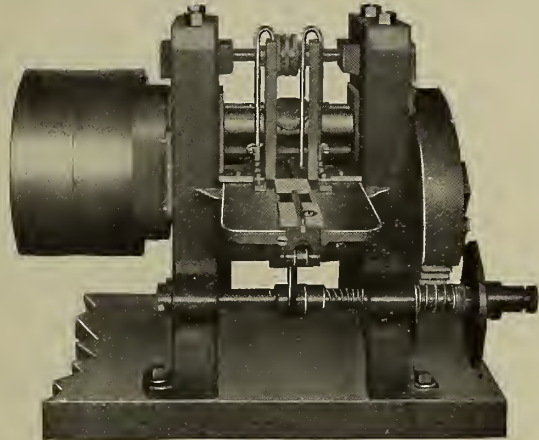
Including the Following Machinery:

Young Automatic Heel Compressor
 Grover Heel Building Machines (for whole and pieced lifts.)
 Wedge Stripping Machine (for stripping leather board or other material for making wedge lifts)
 Lift Gouging Machine
 Heel Lip Cutting Machine (for cutting out lip at breast of heel)
 Automatic Wedge Dinking Machine

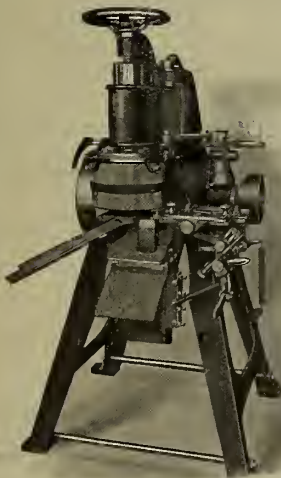
Automatic Lift Dinking Machine
 Spring Heel Scarfing Machine
 Automatic Shank Skiving Machine
 Automatic Counter and Box Toe Skiver
 Counter Rolling and Waxing Machine
 Counter Moulding Machines
 Machine for moulding heel seat of stitch down shoes
 Counter and Box Toe Buffer
 Thurston Counter End Clipping Machine



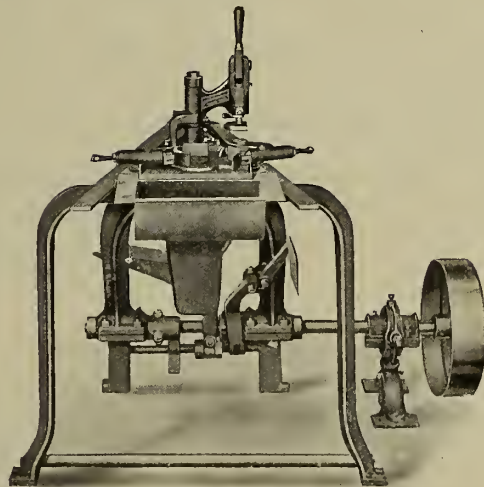
COUNTER AND BOX TOE SKIVER



LIFT GOUGING MACHINE



WEDGE LIFT DINKER



GROVER HEEL BUILDERS

W. J. YOUNG MACHINERY CO.

416 Union St., Lynn, Mass., U. S. A.

THE MARCH ISSUE OF
“FOOT PRINTS”

contains the
1914 CATALOGUE
of

“JACQUES CARTIER”

“MERCHANTS”

“DOMINION”

“ANCHOR” and

“FLEET FOOT”

Brands of Rubber Footwear.

It is full of new and improved styles and shapes. If your copy has not reached you, write for one. It is the largest and most complete catalogue of Rubber Footwear ever issued.

Canadian Consolidated Rubber Company
Limited
Selling Agents
Montreal

28 Branches throughout Canada.



English Button Model—Yale Last

MR. RETAILER

- ☞ We are receiving many compliments on our Spring shipments.
- ☞ Your generous repeats have kept our mill humming.
- ☞ Keep it up—we can stand it as long as you can.
- ☞ Everybody should see *Astoria*, *Liberty* and *Tecumseh* samples for Fall.

The Cook-FitzGerald Co. Limited

LONDON

Makers of Fine Shoes for Men



"Every Pair
Solid Leather"

Charles A.
AHRENS
Limited.
BERLIN, ONT.

Just to Remind You - - -

that if you haven't yet seen the
Fall, 1914, range of

THE
AHRENS
SHOE

you haven't seen

**The Best Line of Ready
Sellers in Canada**

So wait until you do see them.
The "Ahrens" Salesman won't be
long, and you'll agree with us when
you see his samples that they were
well worth waiting for.

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?

EUREKA!!

We can now furnish the glove manufacturers a cream colored, full grain glove horsehide. This leather is made in weights suitable for gloves or mittens and we suggest that you cut P. & V. Eureka Glove Horsehides hereafter.

PFISTER & VOGEL CO.
85-87 South St. = Boston, Mass.

*It's not always the
most Stylish Shoe that
brings the best results.*

True, it pays you to keep a few ultra-modish styles in stock. But the great majority of your customers want good sensible toes and heels, honest workmanship and good shoe value.

To such people Yamaska Brand Shoes make a particularly irresistible appeal. They give all the style that's needed and even bigger shoe value than the wearer expects

FALL SAMPLES NOW IN THE HANDS
OF TRAVELERS. INSPECT THEM

La Compagnie J. A. & M. Cote
St. Hyacinthe, P.Q.





REASONS WHY

you should install a

Gritzner Hand Soling Sewing Machine

- ☞ It is the cheapest and most efficient machine for its purpose on the market.
- ☞ Will enable your repairer to sole a pair of boots in five minutes.
- ☞ Simply operated. Always ready for use.
- ☞ Enables you to turn out more and better work thus increasing your business and profits.
- ☞ Costs only \$85.00 net spot cash or \$25 cash and \$10 monthly instalments, making a total of \$95.00.

Explanatory literature sent upon request.

AGENTS FOR CANADA

C. PARSONS & SONS, LIMITED

Leather Findings

79 Front St. E., TORONTO

Kenworthy Bros. Co.

110-112 Summer Street

Boston - - - - Mass.

FELT FOR THE SHOE TRADE

Send for samples and prices



Felt Heel Pad



Box Toe Felt



We sell Cut Felt Heel Pads in several grades of Felt to match any size at prices that you pay for piece felt, saving your cost of cutting waste, etc.



Cushion Felt

Slipper Felt

Upper Felt

Box Toe Felt

Cushion Felt

Insole Felt

Lining Felt

Shoe Rack Felt

Sole Felt

Soft Sole Felt

Harness Felt

**NEW LASTS—NEW
PATTERNS—GOOD EASY
FITTERS**

Our range for Fall 1914 is the most complete and includes the biggest shoe values we have ever offered the trade.



See our \$3.00 and \$3.25 Welts. They will agreeably surprise you.

C. B. DAYFOOT & CO., GEORGETOWN
ONT.

————— **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, 21 Scott St.

Going Like Hot Cakes

ONE THOUSAND PAIRS AT A TIME



"The proof of the pudding is in the eating." We do not want any better proof of the popularity of McDermott Shoes than is contained in the fact that the two shoes illustrated here are being sold by the thousands of pairs all over this country.

Recently one morning's orders of the pump illustrated at the top, our No. 224, amounted to over a thousand pairs. The Women's Button Boot illustrated at the bottom of this ad. is just as popular.

See our Samples before you order

The McDermott Shoe Co.

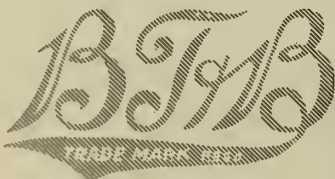
WOMEN'S SHOE SPECIALISTS

MONTRÉAL



Is Your Baggage Dept. a Valuable Adjunct to Your Store?

It should be—and will be if you infuse new life into it with a good selection of



Baggage

the line with the individuality and quick sellers. Ask our salesmen to show you the new designs. **WHY GUESS AT COST BASED ON BIG DISCOUNTS FROM HIGH LISTS?**



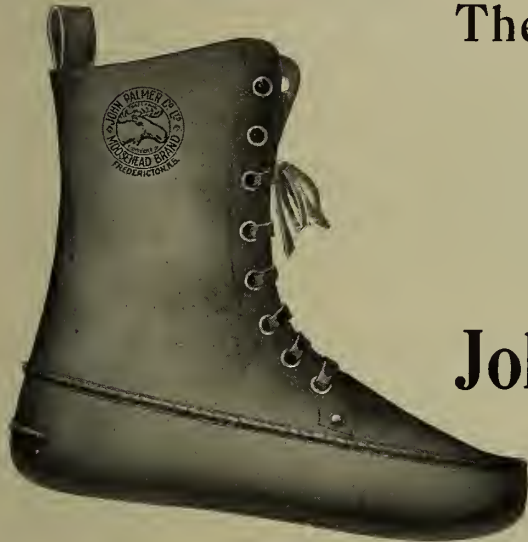
The Berlin Trunk & Bag Co., Limited

Berlin, Ontario

“Moose Head Brand”



Oil Tanned Shoe Packs, Larrigans, Sporting Boots and Summer Packs. The old reliable line that has stood the test for nearly forty years.



The Goods with the Reputation

Sold and distributed by the leading jobbers of footwear throughout Canada. Do not place your orders until you have seen our samples and prices for 1914.

John Palmer Co., Limited

FREDERICTON, N.B.

The Largest and Oldest Manufacturers of Oil Tanned Waterproof Footwear in Canada.

FOR FALL, 19

A Range of Exclusive Women's Footwear on Snappy Lasts at Popular Prices

This is the line of Women's Footwear that is stocked by all progressive Shoe Dealers. It attracts to their stores the class of trade that it is both pleasant and profitable to serve.

Salesmen are now showing Fall samples. We want you to see them.



Relindo Shoe Co.

126 Wellington St. W., Toronto

Women's Patent Button, long receding plain toe, brocaded broadcloth quarters, Cuban-Louis heel

Women's Patent Leather, long, receding plain toe, black cravenette top, kidney heel

F. G. CLARKE, President
C. E. CLARKE, Vice-President and Treasurer
Established 1852

Manufacturers of
SHEEPSKINS

Of all kinds

Our sheepskins have been
the standard for quality
and colors in Canada for
over thirty years

Clarke & Clarke, Limited

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Christie Street, Toronto

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52 Bay Street, Toronto

BRANCHES

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553 St. Valier Street, Quebec
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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.

URUS CALF

REGISTERED

OUR LATEST TANNAGE  MADE FROM SELECTED HIDES

Tanned by the Very Best Methods and meets the existing demands for a Soft and Mellow Leather, combined with a Tough Fibre. URUS CALF is filled with a Pitch and is as near Waterproof as it is possible to make
* Leather. *

BUY a PAIR and be
CONVINCED



NONE GENUINE EXCEPT
MADE BY

Valentine & Martin
Waterloo, Ont.

The R. M. Beal Leather Co.
Limited
Lindsay, Ont.

MAKERS OF THE CELEBRATED

John Bull
Larrigans
and
Leggings

Give us a trial
order and be
convinced.



No. 13
14 in. leg.

Consider Carefully Our "LEADER" \$4.00 Welt as a Selling Proposition

IF you analyze our LEADER \$4.00 Welt as a selling proposition you will see at once the special advantages it has for your particular trade, no matter where you may be situated.

There is an ever-increasing demand to-day for a thoroughly good shoe at a reasonable price. Such a good shoe is the 1914 LEADER Welt. By selling this shoe at \$4.00 you increase the number of your possible customers by many per cent., because no matter how good a shoe may be, there are many people to whom \$4.00 is the limit of spending power.

But the LEADER \$4.00 Welt is not a cheap shoe. It is a splendidly made shoe, correct in every particular. It is only our great buying power coupled with the enormous number of these shoes sold that enables us to give you a shoe that will sell at this figure and yet allow you a good profit, MANY TIMES REPEATED, because of the repeat business you get.

Don't order until you see our representative.
Also ask him to show you our BENCH-
MADE Welt at \$5.00 and over.

CORBEIL LIMITED

Manufacturers of Good Shoes to Retail at \$3.50, \$4.00 and \$5.00
MAKERS OF "BENCH-MADE" and "LEADER" BRANDS

Factory:

63-71½ St. Paul Street

MONTREAL

Warehouses and Offices:

71 St. Paul Street



Women's Pat., Long Vamp,
Plain Toe, Cloth Quarter,
Cuban-Louis Heel



Men's Pat. Leather, Receding
Toe, with Scotch Plaid Top and
Pat. Leather Collar, Beaded and
Stitched Tip, Low Flat Heel.

Two Stunning Samples of the RIDEAU Line for Fall

—Plenty More Like Them

When we say that the Rideau Line for Fall for both men and women contains many stunning samples we are keeping strictly within truthful limits.

We are showing not only a splendid line of well made shoes for every day selling, but also a number of lines of special merit, like the illustrations shown here-with for the man who wants something different from the ordinary run of shoes. Before you order see the Rideau Line of samples. Our travelers will be on their way to you in the immediate future.

Ask to see their complete range.

Rideau Shoe Co., Limited
103 Latour Street
Montreal

SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

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Vol. XXVII. No. 7

TORONTO, APRIL 1, 1914

\$1.00 per Year — In —
Advance
Foreign Subscription, \$2.00

Patent Leather and Fabrics are Having Biggest Call

Cloth Toppings Are Very Popular and Curved Heels of All Kinds—In Men's Simplicity, Ease and Comfort are the Leading Principles—The French Effects in Women's and Men's Not Likely to Prove Factor in Fall Trade—Some Analyses of Patterns and Toes

The Fall selling season is now well on its way, and for some time travelers have been out displaying all the new things in men's and women's footgear, of which readers have been told a great deal in previous issues of the SHOE AND LEATHER JOURNAL. While orders for Fall are not as heavy as a year ago, still a very fair volume of business is being done and the new styles are pleasing, attractive and sensible.

The perplexing question of many dealers has been "What shall I buy," and as each season passes buyers are proceeding along more definite and well defined lines. The good buyer does not scatter, but rather concentrates his energies and purchases within a certain range. Of course individual buyers have to take into consideration local conditions and the class of trade to which they cater. To tell shoemen exactly what they should and should not buy would savor of supererogation. There is an old saying that "each heart knoweth its own sorrow most," and to paraphrase this, "each dealer or head of the department should know most what is required by his trade," or rather what his customers are likely to demand.

There are certain outstanding features, however, which have been emphasized in previous numbers and will bear repetition. One is that in women's patent leather in

WOMAN'S PATENT BUTTON
PLAIN RECEDING TOE, BLACK
CRAVENETTE TOP, CUBAN
HEEL—BY GETTY & SCOTT



colt, kid and side stock is leading. Nearly all the dressy shoes are made up in this way. Whole quartered button boots with a circular vamp and toppings of gold brocade, vesting cloth, black brocade, gold and silver cloth, two-tone blacks, worsteds, cravenettes, are being largely featured. Turn shoes are also having a very wide call. This year buyers are more particular than ever on the appearance and finish of the shoe. Fancy foxing is seen on a number of models, particularly where whole quarters are not the rage. Many manufacturers are showing button shoes with small circular heel foxings and others with the over-gaiter effect, although buttoning on regular lines. Most of the models carry Cuban-Louis heels, either leather or wood. The spool heel and the kidney heel are also witnessed on many styles.

Still More Varieties in Heels

There are some twenty-five or thirty heels or variations, but all might be brought under the one term—"crooked." Heel novelties, according to some authorities, are just on the verge of development, and while most of the pedestals have sensible, broad top lifts, still many treaky effects are seen. The latest thing in heels is known as the "heart and semi-heart" heels, one of these being in the form of a full

WOMAN'S PATENT BUTTON
LONG RECEDING TOE, STITCHED
TIP, TARTAN TOP, KIDNEY
HEEL—BY GETTY & SCOTT



heart. Whether these styles will add materially to the attractiveness of the shoes is doubtful. There are always



WOMAN'S HIGH CUT CLOTH BOOT, TWENTY-TWO BUTTONS, CUBAN HEEL, RUBBER SOLE AND HEEL—BY LA PARISIENNE SHOE

a certain number of people in the largest centres of population who are ever on the lookout for eccentric effects and they will certainly find it in these shapes. Of course the designing, breasting and shaping of heels is now a work of art and science and how far extremes may be carried it is difficult to tell. Tan shoes are practically dead in women's lines, and so are lace shoes, except for outing, athletic purposes or other special uses.

It would appear as if combinations of colors are desired by many women and thus we have white and black, fawn and black, gray and black and other attractive contrasts in fabrics. Some manufacturers are showing all patent kid woman's button, an all genuine buck button, an entire satin and various others of the same materials throughout. A few manufacturers predict that kid shoes will sell better than ever, both glazed and dull.

Pointed Recede Toe Leads

The pointed receding toe with three and three and a half inch vamp is certainly the favorite so far as the sale of high-class goods is concerned. It is interesting in this connection to learn the views of other publications as to what will likely have the call during the coming autumn.

"Suede-finished leathers promise to have a greatly increased demand. Many of the new patterns by high-grade manufacturers and those from Paris capable of American adaptation show quarters, panels and inserts of colored ooze, usually in combination with patent leather," says the *Dry Goods Economist*.

"The demand for shoes suitable for dancing will undoubtedly stimulate the use of suede-finished calf leathers, since this material makes a comfortable, handsome and durable shoe, appropriate for evening wear and equally suitable for semi-dress and afternoon dancing. Increase in demand for suede leathers in the European markets is reported—mostly for the darker shades, such as taupe and mahogany. The American samples in evidence have a leaning toward the lighter tones, such as light and dark fawn, this prob-

ably as a sequence of the prominence of this shade in hosiery. Similar combinations will be popular in boots also."

"Button boot patterns are all revolving around the whole quarter type, with a tendency to a little fancy work in the form of odd niches in the lines in the patterns. Narrow, plain toes and longer vamps naturally form the basis of construction in these styles. Medium round toes and medium vamps are still looked upon favorably in some sections, particularly the West, but the more stylish lasts giving a longer effect are growing in favor."

Under the heading "Will the French last go?" the *Boot and Shoe Recorder* says:—

"The French last with square toe, short shank and high, slender heel is fundamentally wrong. The various style advisers say NO, for primarily a woman will not wear an extremely long, square toe last.

"If anything, there is a turn in the demand for elongated styles. There are so many excellent women's lasts that the French (or old Philadelphia toe) is unnecessary to complete a merchant's working stock.

"In walking shoes, rubber soles and heels will continue. Rubber mixtures are noted, namely, cork and rubber, leather and rubber, fibre and rubber, in black, tan, white and mahogany shades. The rubber inserts in dancing shoes have been greatly elaborated.

"The fashion of brocade boots or boots with whole quarters is partly responsible for the continued use of wood heels covered with the same material as the quarter.

"A fair sprinkling of bronze boots and cloth to match is an indication of the trend towards colors. There isn't a prettier leather made, but there are disadvantages which appear after several wearings.

The Leading Leathers

"Patent leather is overwhelmingly the favorite. Next come dull calf and the finer grades of glazed and dull kid. A big kid year is everywhere predicted. The finer grades of dull kid finished in flat-black make decided harmonies with cloth topping. The fine, single thread stitching in white tends to intensify the trimness of dark leathers. The proportion of tan is small. Two samples out of one hundred



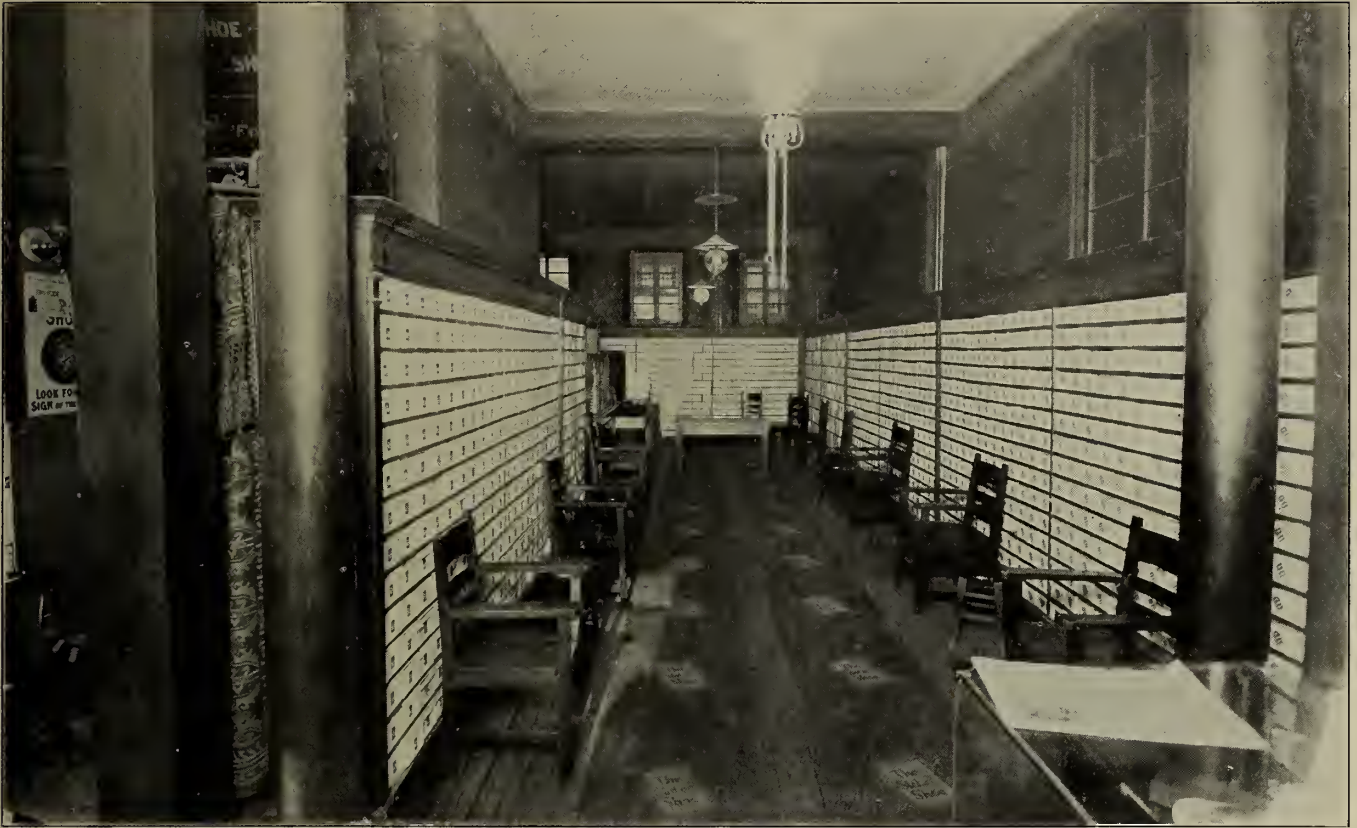
WOMAN'S PATENT BUTTON, MAT KID TOP, CUBAN HEEL, MODERATE RECEDE TOE—BY LA PARISIENNE SHOE

and twenty is not unusual in the higher grades. There is a fighting chance for the better shades of mahogany and nut tan.

More Novelties Seen

"The advance season will be a big one on striking shoe patterns. Foreparts that extend back to the heel in almost a straight line, U-shaped throats and foxings, and gaiter

(Continued on page 55)



THE ARTISTIC AND INVITING INTERIOR OF E. BLONDEAU'S SHOE STORE IN QUEBEC

High Class Store Fittings Increase Your Patronage

So Says a Quebec Retailer—Other Reasons Why High Grade Fittings Pay—A Shoe Store That Can Safely Be Called a Model One—Does Not Carry Any Surplus Stock

"I believe that every shoe retailer should endeavor to install the very best of store fixtures in his establishment," says Mr. E. Blondeau, who conducts a retail shoe establishment at 45 St. John Street, Quebec. Resuming, Mr. Blondeau added, "Many retailers think the best fittings are too expensive. They are, if you consider only the price you are paying for them. But they certainly are not when one considers the extra profits that are reaped by the store through having them, and these profits do amount to a very large increase. I know by experience. Not only for the foregoing reason are they worth while, but for the order and neatness which can be kept so much more easily with the right kind of store fixtures, will shoemen find it a paying venture. Don't you think it is better to buy A1 fixtures now, and at the end of seven or eight years find that they still retain the same high class appearance as when installed, rather than put in second class fittings which at the end of a very few years are only fit to use as kindling wood."

Mr. Blondeau's remarks are well backed by the appearance of his store. It is a pleasure to spend a half hour in looking it over, as every single item of the store furnishings harmonizes with the remaining pieces. The establishment which is about 15 x 35 feet, carries men's, women's and children's shoes, the Slater Shoe Co. lines being principally handled. As can be seen from the photo, the stock is ranged on the two side walls as well as on the rear wall, the men's lines on one side, women's on the other and children's goods at the end. The furnishings are entirely of fumed oak, presenting a fine appearance. The chairs of this wood, with leather seats and backs, run down each side of the store. The shelves extend about half-way up to the

ceiling, which is a high one, and are kept well stocked all the time. When a pair is sold, the box is turned up-side down, and at the end of the day, or in the early morning, these are again filled or replaced. Handsome axminster rugs also run the full length of the establishment. These rugs are of a special design and attract much attention. Very pretty art glass windows at the rear also add much to the general attractiveness. This feature is just one of the many which go to make the Blondeau store such an attractive one, and one which makes customers go out of their way to visit. Findings are displayed in a new model show case at the front of the store. Recently, a line of shoe and pump buckles was put in, and the proprietor states that already an increasing demand is evidenced for this latest addition to his stock.

The store is exceptionally well lighted, not only by the large front window, but also by means of four large gas power lamps hung at various intervals throughout the establishment.

Mr. Blondeau believes in advertising and often varies from the usual methods employed by most shoemen. A free shoe shine stand is located immediately inside the entrance, which results in much added patronage. Such pains have been taken to make friends of the store understand that the shoe shine stand is for their benefit, that now, most of them use it, as well as other prospective customers who are being added every day to the list of permanent patrons.

Hardly any stock is kept outside that part of the store shown in the accompanying photo, due principally to lack of space. This difficulty, however, Mr. Blondeau has overcome by utilizing the space over the wall fixtures. When

a new season's shipment is received it is neatly laid out, and gradually placed on the shelves.

Mr. Blondeau, who is yet a young man, is also a military man, although he has been in the shoe business nearly all his life. He first started after leaving school, to clerk in a Quebec store, leaving this later in favor of a military life. He was stationed in the St. Louis Barracks at Quebec for five years. Several years ago he purchased the establishment which he now conducts, and since that time has met with much success, due principally to his up-to-date methods, honest dealing, and fair treatment of customers.

Stopping "Squeak" in Shoes

A remedy for squeaky shoes is given in the following communication which was sent to a contemporary:—

"Squeaky shoes are an abomination, but they may be easily cured. The remedy I apply was given me years ago by an old German cobbler and it has never failed. Everybody ought to know and use it.

"Take a fairly rough new brick, the newer the better, and rub the soles vigorously from the toes downward, never upward, being careful not to abrade the polished edges. With some sharp instrument, a knife will do, make many transverse and crosswise cuts, not too deep, on the soles. Put water into an old wash boiler to the depth of a little less than the thickness of the soles and set the shoes in it, gently to avoid splashing, and let them stand overnight. In the morning rub the soles energetically twenty minutes with a woollen rag dipped in a mixture made of one part sweet oil, one part asafetida and one part gasoline. Then take the shoes down cellar and throw them into the furnace."

Are You Ready for Easter Trade?

Have you everything in readiness for the Easter trade? Remember that the festival falls on April 12th this year, which is much later than in 1913 and the weather should be fairly well settled. There are supposed to be two harvest seasons for the shoe retailer during the year, one being the Yuletide period and the other the Eastertide occasion. The alert shoeman is the one who is ready for the trade that is sure to come to him, who has his windows well dressed, his stock in good shape, all his Spring goods and novelties in position and who has done some effective advertising, giving illustrations of new Spring styles and telling the people what he has to offer along these lines.

A few Easter lilies and potted plants will greatly brighten the interior of many an establishment and give the premises an inviting and holiday appearance. Women want shoes to match their Easter gown and men are on the lookout for Spring modes. It is he who sees ahead and plans to capture his share of the footwear patronage who is going to benefit to a large extent and not be complaining of the dull Spring season.

The SHOE AND LEATHER JOURNAL has presented in late issues illustrations of neat holiday windows and the enterprising bootwear merchant should do something special in using flowers, foliage, white, mauve and purple ribbon, Easter eggs, bunnies, and a dozen other accessories suggested to proclaim that he is looking for the trade. The Eastertide is the time to push the sale of novelties and all the latest ideas or patterns in footwear. Be sure you get a good profit on them, much more than on your regular lines, and put all the energy possible into disposing of the latest creations. A good plan is to talk styles and leave such terms as bargain, snap, and other seductive ideas of cheapness in the background. The better class of trade is not looking for

Easter reductions but for something that is neat, artistic, well fitting and catchy. Get ready for the Easter trade, don't crowd your windows with too many shoes and ginger up your sales staff.

Breezy Notes From Winnipeg

Hendren Bros., practical shoemen, have bought out the Diamond Shoe Co. and are doing a splendid business.

George H. Ferguson, of the Hartt Boot and Shoe Co., Fredericton, passed through the city last week. He represents this firm from Calgary to the Coast.

The Harvard Shoe Shop is the name of a new store recently opened on Portage avenue, in the Clarendon Hotel block, just a few doors from the Yale Shoe Store.

John Affleck, proprietor of the Yale Shoe Store, is wearing a broad smile these days, as well he might, as he will have a very neat shop and one of the largest in Canada.

George Locke, manager of the Douglas Shoe Store, Calgary, was in Winnipeg recently on his way to Boston, New York, Montreal and Toronto on a buying trip. He is much improved after his recent attack of rheumatism.

The upstairs shoe stores in Winnipeg are developing a nice trade these days. W. A. Moyer, who conducts a cut-rate store upstairs, reports business as good and the New York Shoe House, which specializes on \$3.50 and \$4.50 lines exclusively, is making fine progress.

George Nickel, former partner of John Affleck in the Yale Shoe Store, and recently proprietor of the Nickel Boot Shop, in Winnipeg, which was acquired some time ago by the Rannard Shoe Co., is in business again. He has opened a fine store in Los Angeles, Cal., where his two sons are associated with him.

The T. Eaton Co. have removed their men's shoe department downstairs to the main floor, which is a decided improvement. The ladies' department has been moved to the centre of the second floor. Mr. Caldwell, who is the manager of this department, is showing some very fine lines for Spring and Easter wear, while in the men's range are to be seen some first-rate models.

A. Congdon, formerly general sales manager of Ames-Holden-McCready, Limited, of Montreal, is now in charge of the Wm. A. Marsh Co. Western, Limited, Winnipeg. For the past few days there has been a rumor that an amalgamation may take place between the Wm. A. Marsh Co. Western, Limited, and the H. G. Middleton Co., in which it is stated Mr. Congdon holds certain interest.

WANTS MORE OF THEM

We read the "Shoe and Leather Journal" regularly and like the talks on salesmanship and also stock-taking. Give us more of them.

BLACKENEY BROS.

Petitcodiac, N.B.

LIKES THE STYLE POINTERS

We would not be without the "Shoe and Leather Journal." We are always interested in the cost of doing business and in the different lines that the makers are turning out. We would like to see more manufacturers showing their styles through the Journal, which is right up-to-date in style information and news.

Sincerely yours,
Moncton, N.B.

BOURGEOIS & CO.

Progressive Eastern Shoe House

A Store that Believes in "Doing Things"—Manager Studies Local Problems and Works Advantages—Not Troubled With Approbation.



The city of Three Rivers boasts of an exceptionally fine business and shopping district. This is principally due to the progressiveness of its business men, who practically rebuilt the town after the disastrous fire of 1908, which demolished the whole central part of the city.

One of the most attractive business establishments is the shoe store of A. Corbeil, of which Guillaume Courtois is manager.

The store is a very attractive one, and is exceptionally well fixed for the stocking of surplus goods. Show cases are

attract the young, sell well, and the wage earners who get in their pay envelopes double and triple what they did a few years ago, demand something distinctive, something nobby. They have the money to spend and we have to offer them a wide selection from which to choose."

"No, we are not bothered very much by the approbation evil," resumed Mr. Courtois, when asked that question. "Years ago, it was quite common for us to lose several pairs of shoes weekly through this annoying method prevailing, but that day has passed. We saw the harm it was doing us, so took steps to eliminate the practice. Of course, we have a few customers to whom we send out shoes on approval, but they were more or less friends of the store, folk on whom we know we can depend for safe return of surplus stock sent them. Why, it was the custom here at one time for a woman to come into the store and have four or five pairs sent to the house. She would then go to another store and have perhaps as many more sent from that establishment, lines rang-



THE INTERIOR OF A. CORBEIL'S STORE AT THREE RIVERS, QUE.

used at different points in the shop and give an added air of distinction. A feature of the store is the well equipped shipping room located at the rear.

Mr. Courtois, the manager, is an exceptionally bright young man. He has had over seventeen years' experience in the shoe line, and during that time has mastered all its details. He was educated at Three Rivers, and also attended the Montreal Business College. For twelve years he was in the employ of L. Dassylva, up to the time of the fire. For the last five years he has been manager of the Corbeil store. He is full of up-to-date ideas, and speaking of shoe conditions in general, he said, "Yes, this is a factory town, and nearly every young man and woman finds employment in some of our numerous establishments, but they all buy good footwear—in fact, much better than they did a few years ago. I do not consider there are too many styles at the present day—at least, not for here. Snappy, trappy shoes that

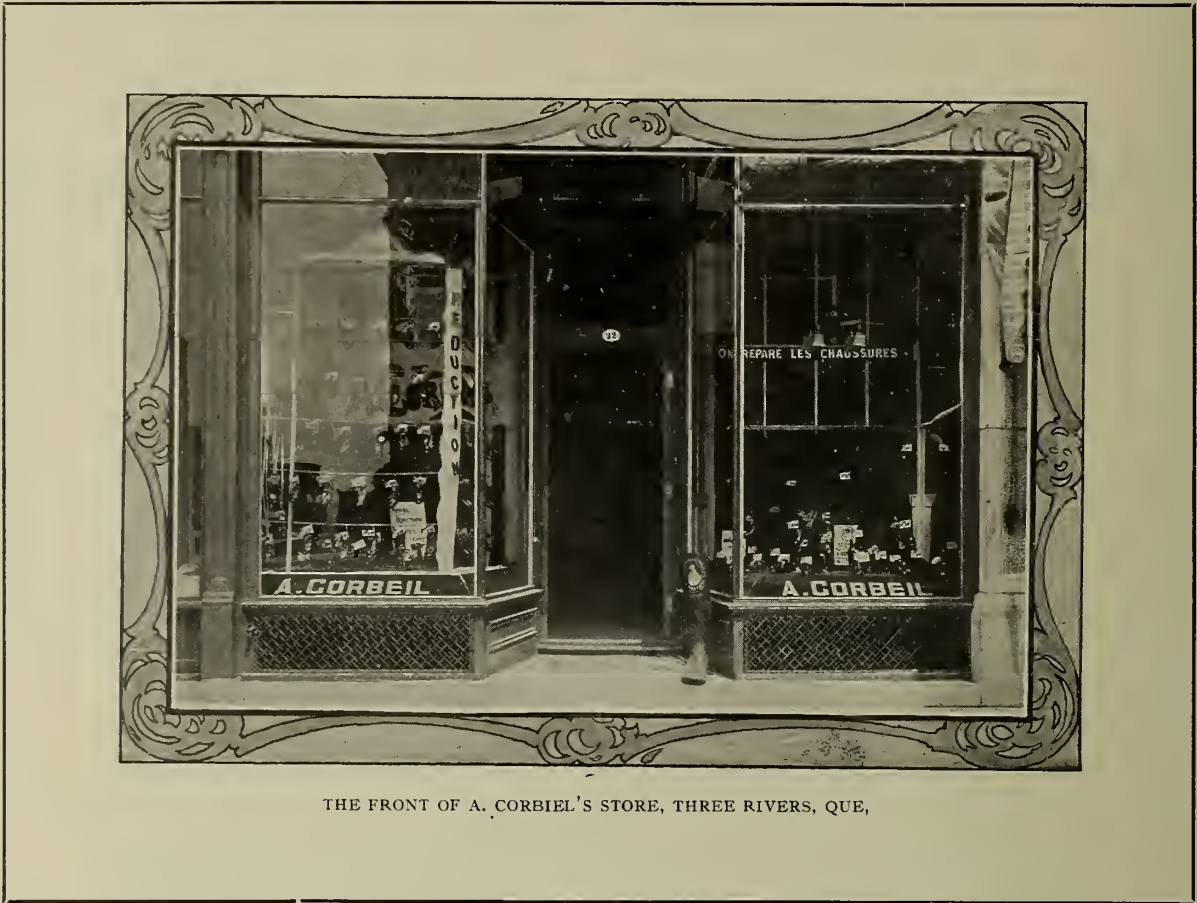
ing from two or three dollars up to five and six. She evidently wanted to gratify a whim or caprice, but would probably wind up by taking a cheap pair. Now, when such a customer enters to-day, and has three or four dollars in her purse, and we show her a five dollar pair, she very soon tells us that she does not desire anything so expensive. She purchases what she wants or what her means will permit, much valuable time is saved, and goods are not all mussed up by frequent handling."

Believe in Advertising

Mr. Courtois believes in the timely use of printer's ink. The store's talks to customers and prospective purchasers generally consist of advice on styles and what is readily selling. A range of prices is quoted. At times neat circulars are sent out to customers. Calendars are distributed yearly, but nothing cheap is given. The policy of the store is that

if you honor patrons with a souvenir it should be one well worth preserving. The City of Three Rivers some time ago issued a souvenir book describing the town, its advantages and its history. Mr. Courtois used this as a means of advertising by securing a large number of these and printing the firm's name on the front cover, the wording of which

Goods Company, Toronto, for the year ended December 31st, 1913, shows net earnings of \$306.88, an increase of \$47,486 over 1912. The balance available for dividends on the common stock, after payment of bond interest, preferred dividends, and other charges, was \$176,831. This balance is equal to 25.3 per cent on the \$700,000 common stock, as



THE FRONT OF A. CORBIEL'S STORE, THREE RIVERS, QUE,

was—"With the Compliments of A. Corbeil, 32 Desforges Street, Three Rivers." By this means the store secured a lot of advertising, particularly on account of a couple of photos of the shop which were included in the book.

Newsy Items of Interest

On the ground that some misunderstanding had arisen between Regina and Gutta Percha and Rubber, Ltd., Toronto, the latter have been granted an extension of 12 months to complete the building requirements of their agreement with the city. The company will be allowed until September, 1915, to complete a building to the value of \$30,000 on the Broad street property, Regina, which they are purchasing from the city, with the proviso that the company complete the construction of the basement to ground level during the present year.

No fewer than 188 of their employees have been with the North British Rubber Company, Limited, Castle Mills, Edinburgh, for over twenty-five years (aggregating 6,322 years). Included in this number are nine people with over fifty years' continuous service (aggregating 535 years), and forty-three with over forty years' service (aggregating 1,919 years). In a photograph is grouped a number of those who have over forty years' service. Two women have each been with the firm fifty-seven years, and one man has served fifty-six years, one fifty-three, two fifty-two, two fifty-one, and one fifty years.

The annual report of the Dunlop Tire and Rubber

compared with 20.3 per cent earned in 1912. After payment of dividends on the common stock, a balance of \$106,831 was carried forward, making a total profit and loss surplus of \$624,194.

One of the biggest sales that Calgary has ever known was held by E. M. Foster, whose store was visited by fire a few days ago. It is described as the greatest day's business of any shoe store in Western Canada. Five thousand five hundred pairs were sold in a single day, furnishing footwear for every sixteen persons in Calgary. Mr. Foster says that his entire stock of 15,000 pairs was disposed of in a few days. Shortly after ten o'clock on the morning on which the sale was advertised to begin, the struggle commenced. It was necessary for Mr. Foster to get a carpenter to rig a sort of turn-stile at the front door, so that the jam would not be too much for the policeman to handle.

W. G. Parsons, of C. Parsons & Son, Toronto, who has returned from an extended business trip to England and the Continent, reports that shoe factories in the Old Country are rather quiet at the present time, but that leather industries are active, and are shipping considerable of their product to United States markets. Since the Wilson tariff removed the duty on practically all kinds of leather the United States is looked upon by both British and German tanners with a considerable measure of favor. Several representatives of shoe factories and leather firms in the United States have been paying a visit abroad to ascertain what they can secure and also to purchase several special brands of leathers.

New Sole Leather that is Rendered Free of Pores

Process Recently Discovered in Germany That May Revolutionize Bottom Stock—Cost is Said To Be Little Higher Than the Best Bark Tanned Leather—The Product is Known as Ankydat—Its Durability and Service

A new process for tanning hides and skins has recently come to the front in Germany, and may be of some interest to the Canadian tanning industry, and to shoe manufacturers. It is claimed that the leather, Ankydat leather as it is called, obtained by the process, is rendered free of pores with the result that its resistance and wearing qualities under every conceivable condition of use and of exposure are very greatly increased, says C. F. Just, Canadian Trade Commissioner of Hamburg, Germany, in a recent report to the Department of Trade and Commerce, Ottawa.

The ordinary methods of tanning prepare hides in such a manner that the perishable properties are enabled to resist all atmospheric influences without materially changing or injuring the effectiveness of the leather. Bark-tanned leather, for example, will, when exposed to air, withstand its influences for practically an unlimited time, but when placed under the water the leather gradually loses the tanning preparation because the latter is dissolved in water before the leather is impregnated. Thus, when such leather is used as sole leather the longer it is worn the less resistance it offers to dampness and water. This is especially true of leather tanned by the so-called quick modern tanning process. By the chrome tanning process the attempt of applying the tanning stuff to the hide so that water will not dissolve

it, has been successful, but if the leather be used as sole leather, it is soon found that the hide has absorbed only a small quantity of chrome, and that the product is very porous and freely admits water inside.

Characteristics of Process

The feature of the process in connection with the Ankydat leather is that a substance has been introduced into the leather which is incapable of being dissolved, and, further, that by the aid of a diffusion process the pores of the leather are so filled up that one can speak of a leather as absolutely without pores. It is claimed that the result is unattainable with all other known methods of tanning.

When once through the process Ankydat leather is water tight, it does not dry out, and it does not change its weight, it cannot become mouldy, and will not, when used as sole leather, cause slipping. It is claimed also that owing to the complete impregnation, the particularly porous parts of hides and skins, from the head, neck and flanks, can be just as successfully treated and rendered just as serviceable as the hides from the other parts, and therein lies the financial advantage of treating several kinds of hides. The principal features of this tanning process are stated to be the use of asphalt and residue of petroleum. In consequence of the



THE REAL VALUE OF POSTER AND BACKGROUND

The real value of this window is the simple, easy-to-make poster. This poster would have been just as effective if it had been done on wrapping paper with crayon or charcoal. The background was in the form of a four-panel screen, covered with grass cloth. An adjustable background

is an advantage, because it affords an opportunity for changing the depth and shape of the window and thus helps the trimmer in many ways.—Illustration from "There's Money in Your Show Window," issued by National Cash Register Co.

low prices of these articles the cost of this leather is said to be not higher than the best bark-tanned sole leather, and experiments conducted over a long period have demonstrated the durability of Ankydat leather to be double that of any other.

Ankydat Felt and Its Uses

Samples of Ankydat leather and also of felt, which has been treated by the same process, have been forwarded to the Department.

In connection with the treated felt, it may be mentioned that the material is found to be of special value as a filling for the hollow of horses' hoofs for snowy weather, whereby the balling of the snow is prevented.

It is also possible to even replace the shoe by using felt, provided it is cut large enough, or with another construction of shoe, a felt plate covering the whole hoof could be used.

The principal advantage of this felt lies in the fact that the horse cannot slip, and thereby renders travel on payment or asphalt much safer, and the smallest stone will not glide on the felt, but imbeds itself in the felt, and in this manner a rough surface is developed, which gives the horse a sure footing on snow or iced surfaces.

The treated felt can also be used as a substitute for rubber for insulating electrical machines. The treated leather is also placed between the rails on the permanent way of railways.

The Shoe Trade Down East

What the Average Citizen Spends in Footwear and Value of the Stocks Carried in the Maritime Provinces.

The estimated population of this consular district is over 200,000, and every person is a consumer of boots and shoes. The well-to-do adults in the district purchase footwear to the amount of \$15 each annually; the workingmen in mines and industrial plants, as well as each of the adults in their families, buy from \$3.50 to \$6.50 worth; farm laborers and school children require \$4 worth each; fishermen about \$8 worth, and the remainder of the inhabitants, including small children, \$1 worth each, making the per capita annual expenditure, at a conservative estimate, something over \$3. On this basis there is spent in this district \$600,000 annually for boots and shoes, says Charles M. Freeman, United States Consul at Sydney, N.S.

Value of the Stocks Handled

The term boots and shoes, as used in this report, covers leather, rubber, canvas and cloth boots and shoes, slippers, overshoes, rubber boots, goloshes and all the accessories which are, or could be, included in foot covering or adornment. In the district there are six retail houses selling the complete line, stores handling nothing but boots and shoes and carrying an average stock of \$12,000; three department stores, whose line is fairly complete, carry \$10,000 worth each; 25 clothing stores, handling quite a complete line of men's and boys' footwear, carry an average stock of \$1,500 each; the general stores throughout the district probably have in stock \$75,000 worth of boots and shoes, making a grand total for the district of over \$210,000. These estimates have been submitted to a leading dealer of this city who pronounced them conservative; this stock is turned over three times each year. The figures given are those covering the retail trade.

Notwithstanding the figures given do not represent the actual wholesale values, manufacturers dispose of large quantities of goods in Cape Breton, and it is of interest to note what part of this trade is in the hands of American firms. In the calendar year 1911 there were imported from the United States to Sydney, N.S., boots and shoes valued at \$4,940, and in 1912 the customs figures showed an increase of \$2,745, or a total of \$7,685. While this would indicate a

healthy growth, the share of the United States in the total trade is very small.

Has Firm Grip on Trade

The Canadian manufacturer has a firm grip on this market, for except the few coming from the United States, no boots and shoes other than those of domestic make are sold here. It is believed, however, that if the district were worked by American houses as they work similar territory in their own country, fairly good results would follow. It may be said that, with a customs duty of 30 per cent. on leather shoes and of 25 per cent. on rubber shoes, to which must be added the freight, the American manufacturer is excluded at the very start, but the retail prices of Sydney give the aggressive hustler for business something to consider in this relation. The freight probably is no more from the United States into this district than the freight to points in the United States where boots and shoes are now sold and delivered, and boots and shoes are sold in Sydney, grade for grade, 25 per cent. higher than in American cities.

For the best grades sold the buyer pays from \$5 to \$7 per pair, while the same grade of shoes can be purchased in the United States at \$3.50 to \$5. The very best grades as sold in American retail stores can not be had in this district unless specially ordered. The workingman pays from \$3 to \$4 for his shoes and secures values which compare, approximately, with shoes sold in the United States at \$2 to \$3; in fact, a much better shoe can be purchased in the United States for \$3 than in Sydney for \$4.

Classes of Trade

Miners' shoes, handled almost exclusively by stores connected with mining corporations, sell for \$2; large quantities of this class of goods are sold. They are of split leather, having heavy soles, studded with iron or steel, and specially adapted to the work in the coal mines, and it is doubtful if American manufacturers could do anything with this line of trade. Rubber boots of the poorest grade retail at \$3 a pair; the rubber boots that constitute the bulk of trade sell for \$4.50 to \$5.25; storm rubber boots, having a buckle at leg top, sell at \$5.50, \$6 and \$6.50, while hip boots of rubber bring as high as \$8.50. Low over rubbers retail at 85 cents to \$1.25 for ladies' and at \$1 to \$1.50 for men's. All other goods in the boot and shoe line are sold at proportionate prices.

Getting Good Price

These facts give the American manufacturer a general idea of the boot and shoe business of the district, and they would seem to indicate that the Canadian manufacturer is getting a much better price for his goods than the manufacturer of the same lines in the United States, or that the retailers' percentage of profits is abnormal.

With the annual sale of boots and shoes amounting to over \$600,000, with the district's proximity to the United States, especially to the numerous factories in New England, and with the total American imports amounting to less than \$8,000, including mail orders, it would seem that this growing market, which is well worth cultivating, has been neglected. Two American manufacturers who recently made connections in this city are advertising in a small way, and it is natural to suppose that the importations of American footwear will show an increase. The retailers of the district buy large quantities from the factories in Halifax and the Maritime Provinces, and better grades from factories in upper Canada.

"German chemists have perfected a method of making leather without the use of bark at all, with a solution principally of iron. It is claimed that leather can be made in much less time with a material saving of the cost, but the leather is brittle."

What is Observed in Shoes Along Fifth Avenue

The Receding Toe With Large Flat Heel for Men—Colored Tops With Patent Vamps Also Seen—In Women's Lines Whole Quarter Fabrics of Pretty Pattern, Cuban-Louis Heel and Long Plain Vamps Are in the Lead—The Popularity of Shiny Leathers

The current shoe styles as seen along Fifth Avenue and Broadway, New York, are most interesting, writes A. A. Daoust, in an instructive review on the trend of footwear fashions, to the *SHOE AND LEATHER JOURNAL*.

The Foot Fashions for Males

In men's styles, changes are not very noticeable, although there is a tendency for a few more blucher styles than have been shown in the last two seasons, particularly in Oxfords.

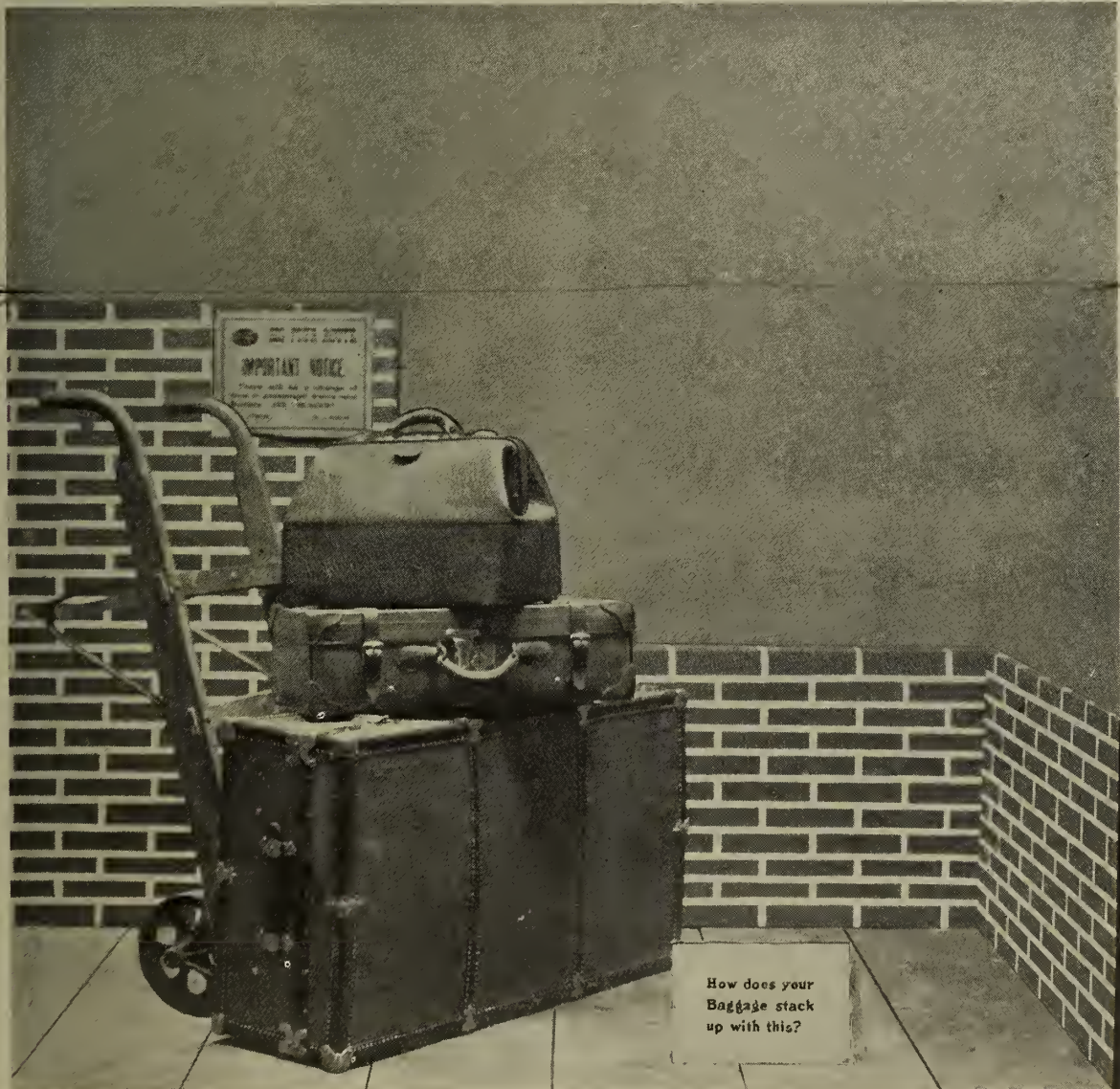
The receding toe with large flat heel seems as popular as ever, while the length of the vamp doesn't seem to have

changed very much. Most styles shown are straight lace with invisible eyelets, particularly in the highest class shoes.

A few buttoned styles with drab cloth and buff color tops are shown with pearl buttons, or some with bone buttons to match. These are made on receding toe lasts, and flat heels.

Quite a number of buttoned styles with black cloth tops are observed. Some of these are made with either patent or calf, small piping along the front. These are also made on receding toe lasts. The regular English walking last, with broad shank is shown in high class shoes.

There is a strong tendency to revive the old popularity in men's tan shoes, although the colors shown are more of a



DOES NOT THIS WINDOW MAKE YOU WANT TO TRAVEL ?

Leather goods windows are usually uninteresting, because they fail to tell a story. The floor of this window was unpainted boards. The muslin stretcher used as a background was painted to represent bricks, and a railroad notice was tacked on the wall to suggest a railway platform. This

type of window not only sells goods, but proves to the public that the merchant is progressive and up-to-date and has some foresight in planning displays.—Illustration from "There's Money in Your Show Window," issued by National Cash Register Co.

soft tan. Very pale chocolate would well describe these new tints.

Colored tops in buttoned shoes with patent vamps are shown to some extent, particularly in grey. Men's Oxfords seem to be all as plain as they could possibly be, and, of course, most of them being on receding toe lasts, make them seem plainer.

In women's shoes, quite a variety is beheld. Buttoned boots of course, are worn most exclusively. Colored tops are very popular. Most of these are made with just the forepart of the shoe in patent leather with entire cloth quarters, some in drab, but most of them in black and white, flowered designs. Ninety-five per cent of these styles are made with Cuban-Louis heels with a good solid base and not very high.

Most of these shoes are made without toe caps, and have long vamps and receding toes, making a very snappy boot. One thing also noticeable is a little patent back strap, which some of them have.

A very pretty style which is seen at present is a gun metal cloth top, plain toe, long vamp, made with just the front of the shoe in gun metal leather, and the rest all cloth. These are also made with Cuban-Louis heels.

A few colored buckskin buttoned boots are seen with Cuban-Louis heels. Some patent and calfskin styles are observed with Cuban-Louis pedestals of solid leather. Ordinary Cuban heels are only seen in heavy styles of footwear, but very few are witnessed in good quality shoes.

Low Cuts Have Long Vamps

In low shoes it would be better to say just pumps as nearly everything seen is a pump. These are nearly all made on long vamps, particularly in high-class shoes. Patent leathers don't seem quite as popular in low cuts as they were, and there is a strong showing in gunmetal calfskin styles and also light shiny calfskin. Most are made with Cuban-Louis heels, and 90% are Colonials, with medium size tongue. These are trimmed with rhinestone buckles, some with sterling silver buckles and others with gun metal ornaments.

Quite a few offerings are observed with just the vamp in patent leather or calfskin, and sides and back of fawn suede, grey suede or black suede. The heels on these are Cuban-Louis heels, covered with leather to match the vamps in most cases. Several styles have the buckles lined in suede to match the quarters of the shoe.

Heavy Turned Soles Popular

Some attractive long vamp light pumps are seen, made with heavy turned soles with square edges. These come in patent leathers, and gun metal and have Cuban-Louis heels, and, of course, most of them are Colonials, some made with an elastic band under the buckle to make it hold better. But few plain pumps are seen. They are made plain, with medium vamps and silk bow, and leather Cuban heel.

In Oxfords, the vamps are quite long and these are made just as plain as possible, with medium high Cuban heels. A few are witnessed with invisible eyelets. Some styles are also shown with all leather Cuban-Louis heels. As a whole, the footwear fashions for spring are pleasing, and at the same time sensible.

Leading Things in Paris

The gaiter walking shoe, buttoning altogether at the side, is a leading style in Paris. The shoe in check cloth and patent leather, and a brown leather tie, trimmed with tan, are popular. Cothurne, or Tango slippers, as they are called, are trimmed with embroidery in many cases. Black cothurnes are beaded with jet. The gaiter top is a pretty shoe, but must be made to order. Satin evening slippers are trimmed with lace. Plain satin evening slippers in white or colors are trimmed with bows. In walking shoes, a leather strip at the front protects the shoe against the narrow skirt. The laced shoe is used for walking in Paris and is shown

in cloth and patent leather. The cloth upper is either black, brown, beige, tan or gray. A shoe trunk is used for innumerable pairs of shoes, riding boots, dancing slippers, etc., together with the brushes, polishes and cleaning preparations that make up the foot wardrobe of the well dressed woman. Fancy buckles show dragon fly or butterfly designs, head of an owl with gleaming eyes, a lace bow design in steel, square fancy buckles, etc.

He is Always on the Job

One of the best known shoe travelers in the Maritime Provinces is B. A. Trites, who is a native of New Brunswick. He lives in Sackville, and for the past four years has represented W. B. Hamilton Shoe Co., of Toronto, in Nova Scotia and Prince Edward Island. His first exper-



ience in the shoe game was traveling for G. Bresse of Quebec. His next position was with James Leggett, Montreal. He was also with Cochrane & Cassils, of Montreal, and, before taking up his present connection, he served fourteen years with L. Higgins & Co., of Moncton, N.B. Mr. Trites is a successful salesman and diligent worker, and has many friends in the East upon whom he has been calling for very many years.

The Repairer Knows

The best shoe today is the welt shoe and shoe repairers should encourage people to buy that kind of a shoe, says the Shoe Repairer. The repairers should let people know what manufacturer uses the best material. The repairers know more about this than anyone else in the trade. The manufacturer who makes an honest solid leather shoe should be known to the public. Never tell who makes poor wearing shoes, but do tell who makes the best wearing ones. Repairers could help customers in that manner, and it would be appreciated by a great number. The writer has been often asked by different parties, "Who makes the best men's shoe selling at \$3.50 or \$5?" The writer does not believe that one man could answer that question as well as the average shoe repairer, or the man who rips up old shoes in a large shop. The men are more interested in the question of quality than women, and it is to the men that the repairers should tell what they find between the soles and whether the heel is pancake or solid leather. It is a duty you owe your customers.

A Bitter "Cut Price" War Between Two Shoemen

One Succeeded in Running the Other Out in a Long Continued Struggle, but Finally Had to Give Up Himself—The People Grew Disgusted With the Tactics Employed and Both Dealers are Now in "Has Been" Class

The townspeople said that Jones' store was a good one to trade in and they backed up their word by spending much of their footwear money in his store.

Jones had started in a modest way with a short line of jobbers' shoes and he was gradually building up his business to the point where he was able to discount his bills and carry some little surplus stock as well. It had been a pleasant three years in which he had done this, in spite of the trials and tribulations of a new store in a new town. The town was growing also, and like many new towns, the stores and buildings took on mushroom growth in a single day or a night.

When Opposition Came

Jones was a good buyer and had a good business head on him. He had his little store, his home and his horse and buggy all in his own name. He had also been able to send a boy and girl away for two years' schooling at a good school and things might generally be accounted as prosperous. In spite of this prosperity, Jones kept right on in his path, without trying to turn things upside down or right side up.

He had certain well defined ideas which had pleased his trade and he stuck to them. There was nothing arbitrary about him and he was shrewd enough to change his tactics if he found anything amiss.

But all this was before Smith came to town. On the 6th of May Jones woke up one morning and saw a new sign on a store window in one of the new blocks.

"Smith the shoeman will conduct a high-class shoe store in this building on or about May 10th."

The audacity of the thing completely unnerved the man and when he arrived at the store he was a fever heat. "What room is there for two of us," he cried aloud to himself. "I am the man who should have the shoe business of this town, because I was here first and because I am giving satisfactory service." And in that fashion he talked to himself and to his friends, and even to his customers, until he actually began to believe that he did have a sort of divine right to the shoe trade of his town. But all this talk did not amaze the new storekeeper in the least.

Amid a Blare of Trumpets

He went right ahead and put in a fancy store front, and all the latest fixtures and at the appointed time his stock was in place and the store was opened. There had been a blare of trumpets and a shower of flowers for the public on this great day, and poor Jones sneaked right up to the new store after closing time to see the effect of new ideas. And when he had spent a full fifteen minutes gazing at all the new ideas and stock and had seen many of his customers wearing souvenirs of the opening, he came back to his own store with the one resolve in his mind. He was going to fight this usurper to the bitter end. But he was a crafty man, this Jones, so he waited until several weeks had passed and then he offered one of Smith's clerks a nice increase in salary and took him into his store. It was not long before he found where and what shoes Smith bought and sold, and no sooner did he learn this than he secured some of them and cut the price below the cost figures.

Loud and Sensational Advertising

Sensational advertisements in the weekly papers announced this warfare and the townspeople saw such adver-

tising as the local papers had never contracted before. Jones was worked up to the limit and the new man, who was inexperienced in this kind of competition, made up his mind that he was not to be forced either out or away from this trade. And so they sallied back and forth, each gaining an empty victory now and then and the public taking more interest in seeing what new stunt each would perform than they did in the merits of the bargains offered.

Both dealers were so busy with the details of the campaign that they never stopped for a moment to find out how their business was getting on and they never noticed that the sales, which had increased in number, necessitating increased sales force, had shown a very low percentage of profit and many times an actual loss over the cost. And yet the thing went on until it seemed as though everything in the store would be marked down to the bottom price.

Bank Yanked Him Up

Finally Jones was brought to a slight realization of his condition by the bank failing to renew his note. For a moment this had a similar effect to that of a pitcher of ice cold water thrown on one, but he rallied quickly and listened to the calm words of the bank president: "You are doing wrong, Jones, to try and cut each other's throat in that fashion. Live and let live should be your motto and I advise you to let this price war drop now. Put back your staple prices on your goods and let the other fellow win out or lose on the merits of the case." But the arguments were useless and Jones guaranteed his note with a mortgage on his home. And then he returned to fight again more bitterly than ever.

The new man started to keeping open evenings and Jones followed on, but remaining open at least an hour longer than the other fellow, no matter what the hour happened to be. He grew wan and pinched looking and it was plain to see that the game was telling on him. Once again the banker friend remonstrated with him, but to no purpose. Jones claimed that he could not retire now without ordeal for him. He preferred absolute ruin, and so he went back to it again. Customers began to complain of the service, as the efforts had been mainly to sell goods. The goods were cheapened and many inferior brands were substituted, so that the trade began to go to the city for their buying.

The New Man Failed

Trade fell off to such an alarming degree that he was unable to meet the note and his house went. Then the children were taken from their school. And then the crash came. The new man had failed. Jones had triumphed and he announced it in large type with all the strength of his remaining capital. But the announcement had a hollow ring. The trade had long since ceased to be interested in Jones and his competitor. They had transferred their affection and their trade and the local stores might as well all be dead so far as they were concerned.

Again and again did Jones try to get his footing among them, but no amount of persuasion or advertising could bring back the trade. The old clerks returned, but even they had lost their confidence and their cunning. It was a discouraging six months and the balance sheet showed a loss instead of the comfortable profit as in the old days. It took weeks and weeks to dispose of much of the trash he had bought to retail at frightfully low prices and the com-

plaints and comebacks were never so frequent as now. He had lowered his standard and had lost his prestige.

Work of a Lifetime Lost

Of course the end came more speedily than was expected. The bank foreclosed and the business failed. Jones gathered up the few remaining dollars he had and departed, but he was broken in spirit. The work of a lifetime had been lost.

Smith rallied, profited by the experience and started up again in a neighboring town, but the trade soon connected his store with the former tragedy and he had no peace of mind. His trade fell off again and he too gave up the game and started in with another house as a clerk. And if you mention price-cutting to him to-day he will smile sadly and say: "Well, it may be one way of doing business, but it can never be called competition."

Rubber Company's Big Profits

In the face of declining prices for crude and manufactured rubber, as well as depressing business conditions, the United States Rubber Company reports net profits of \$7,140,125 for the nine months ended December 31 last. These compare with \$7,338,595 for the fiscal year ended March 31, 1913.

Perhaps the most gratifying statement from the investor's viewpoint is the declaration by Samuel Colt, president, that the company is considering the issuance of semi-annual, as well as quarterly, reports in the future.

After allowing for all dividends, the company reports surplus of \$1,811,268, but, as Mr. Colt says, \$764,656 of this was earned in the first three months by some of the subsidiaries reporting for a whole year, so that the actual surplus for the nine months for all companies was \$1,046,611.

President Colt says:—

"Considering the sharp reduction in the prices of tires, the absence of snow during November and December, a general declining market for both crude rubber and manufactured goods, and business conditions through the country—this statement of earnings may be considered gratifying."

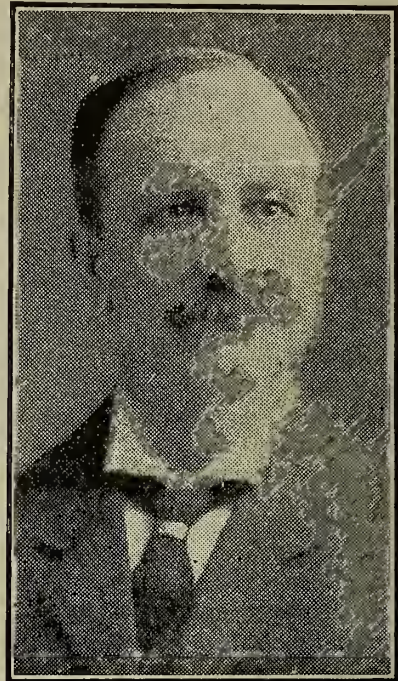
He adds that the outlook is promising and says the company is in a strong financial position, cash on hand being approximately \$10,000,000.

Staff Gathering of Historic Firm

The annual staff gathering of the firm and employes of Waterbury & Rising, Limited, held at Bond's restaurant, St. John, N.B., recently, was a grand success in every way. About sixty covers were arranged and from 7 o'clock when the president, E. L. Rising, as chairman of the gathering rapped for order to some hours later, the time passed right merrily. It is said of John Wanamaker, the great merchant prince of Philadelphia, that he was filled with pride on looking into the faces of his many employes. Similar thoughts must have passed through the mind of Mr. Rising at the annual banquet this year, an institution with the firm which dates back more than a quarter of a century, for present were some who had been in attendance for many long years.

C. H. Smythe, manager of the Union street branch, occupied the vice-chair. Now a member of the firm, Mr. Smythe was once only errand boy. That was thirty-six years ago when the business was first organized; he has been with the house ever since and is now branch manager and member of the company. For thirteen years the firm has been making presentations to employes of twenty-five years standing, and to date five such presentations have taken place.

After a most tempting menu had been done hearty justice, there was a round of post-prandial numbers. The toast to "the King" was honored in music and with the singing of the national anthem. J. C. Fetherstone, in a pleasing speech, proposed the health of the president and



E. L. RISING, ST. JOHN, N.B.

general manager which was enthusiastically received. Mr. Rising in reply expressed his pleasure in being present and complimented the staff upon the interest they had at all times manifested in the rebuilding of the business, making special reference to the senior members. He paid a tribute of praise to the Knights of the Grip on the road for the firm, and closed with some words of good advice to the juniors.

An entertaining programme was given in which those taking part in addition to the orchestra present, were E. C. Girven, A. F. Stilwell, Ronald Edwards, and Miss Gladys Fowler, solos; Miss Jean Walsh and Master Willie O'Connor readings, and Joseph O'Brien, step-dance. Dancing was enjoyed after the musical numbers and about midnight the gathering dispersed with three rousing cheers for the firm of W. & R. Limited.

Bottom Finishing of Repaired Shoes

Some shoe repairers will apply a waxed bottom and cover up imperfections in the leather. These imperfections are not hindrances to the actual wear of the leather, but would impress on the wearer that he was not getting full value for his money. The idea today is to repair shoes to look as if they were manufactured and the finish on the bottom of a repaired shoe is a modern requisite. It does not add to the wearing qualities of the shoe, but people are better satisfied when the work is well finished and there is nothing truer in shoe repairing. Try to get the work out as much like brand new as possible, stamp your name on the lining at the top of the shoe in large type and red ink and never stamp it on the bottom. It pays to do this, as many can attest to the fact in large centres where there is much competition in shoe repairing. The bottom of a repaired shoe should be clear and the grain should show under the finish. The black bottom has seen its day and should never be seen on good sole leather.



STRAY SHOTS FROM "SOLOMON."



J. H. B.

You can tell by the way a man straddles a horse whether he is a broncho buster or a tenderfoot. There are those "to the manor born" and those who can't hide the "sow's ear" by any manner of trapping they put on it. There are women with "Lady" to their names that can't get rid of the wash-tub and men that are addressed as Sir Knight who can't seem to keep the "pick" off their escutcheon. A rich man occupied the chair at a meeting the other day which developed a little warmth of discussion. He was cornered by a member in regard to a statement he had made, and he not only showed his teeth, but what was back of them by an expression that a bar-room loafer might have been proud of. As a gentleman present remarked, what was in had to come out. It was a case of "grapes and thistles." "I have seen servants upon horses and princes walking as servants upon the earth." There are princes of the blood royal wearing fustian and jack-a-napes who can't conceal their dog nature by fine clothes and court manners. Of all the sights that make angels weep the most pitiable is the fool who thinks people will mistake impudence for brains and polish for good breeding.

Go to the ant, but go also to the beaver; go to the "busy bee," but don't despise the sharp-nosed fox that profits oft by the knowledge that the little winged worker ever gathers more than she needs for her winter store. Genius has been called "an infinite capacity for hard work," but there are some hard workers that no one would accuse of possessing genius. Plugging is a good thing, but if some pluggers would use their heads more and their hands less, they would reverse things and have harder heads and softer hands, with possibly a great deal more to show for both those useful members. There are men who work away seven days in the week and fifty-two weeks in the year and never seem to get anywhere. They never stop to ask themselves whether they have got the hang of things and how it is that their neighbor who puts in only five-and-a-half days a week, and takes a month's holidays in summer, manages to come out ahead of them in the end. This keeping of the nose on the grindstone is poor policy. "The labor of the foolish wearieth every one of them, because he knoweth not how to go to the city." Have you learned to get away from you task and get its right perspective?

Are you working with poor tools? Do you take time at the grindstone or saw-vise? There are days wasted in hard and profitless toil that might be bright and profitable if the tools were touched up on the oilstone or the saws pointed with a file. How can you expect to get a good day's work out of your staff if you have a poor equipment or are following back number methods? "If the iron be blunt and he do not whet the edge, then must he be put to more strength." Are you using a "dull axe" in your advertising? Are you using the "buck-saw" in your store when you need a fine "cross-cut" or a "rip"? Are you using "screw-drivers" for "chisels"? There are days when "efficiency" is on everybody's lips. Are you neglecting the commonest, common-sense principles and giving yourself double work as well as inviting brain fag

by doing things in ways that are ten or twenty years behind the times? There are men doing "chores" around the shops that could make all the difference between loss and gain on their balance sheets by sitting down and figuring where to cut out useless labor and expense in their daily operations.

The worst of the fool is that he never lets people wait to find him out. It is easier for a westerner to hide his light under a bushel than for a fool to keep his counsel. "When he that is a fool walketh by the way his wisdom faileth him and he saith to everyone that he is a fool." Give him rope and he will use the first lamp-post he comes to. Stick in a pin or pump a little hot air into him and poof! pop! up he goes. All of us need to have the lesson hammered into us of keeping our mouths shut. We talk too much. If we could only keep back half of what we tell people, they would be better off and we would be more thought of. Two men, one of them a doctor, were airing their views at the rear end of a street car the other day. After they got off one passenger remarked to another as to the professional man, who is quite a figure, by the way, in social and political circles—"do you know that b—y fool?"

If you horn into a quarrel you may expect either to get gored or roped. If you butt into a private game you can't complain if you get the chalk knocked off your cue. There are people who are everlastingly in hot water because they can't keep their fingers out of the neighbors' pots. "Whoso breaketh a hedge a serpent shall bite him." Mind your own business and you will not have so much trouble with your neighbors. Stick to the straight paths and your reputation will not be a football for gossip. There are some people who would sooner break hedges and jump fences than walk the straight and narrow way and they are forever whining about people being against them. If you have become a business "dodger" it isn't any wonder you get the wrong side of the jug from your neighbor and are called "foxy" by travelers. There are men who would give their right eye to get back what this fence jumping has cost them.

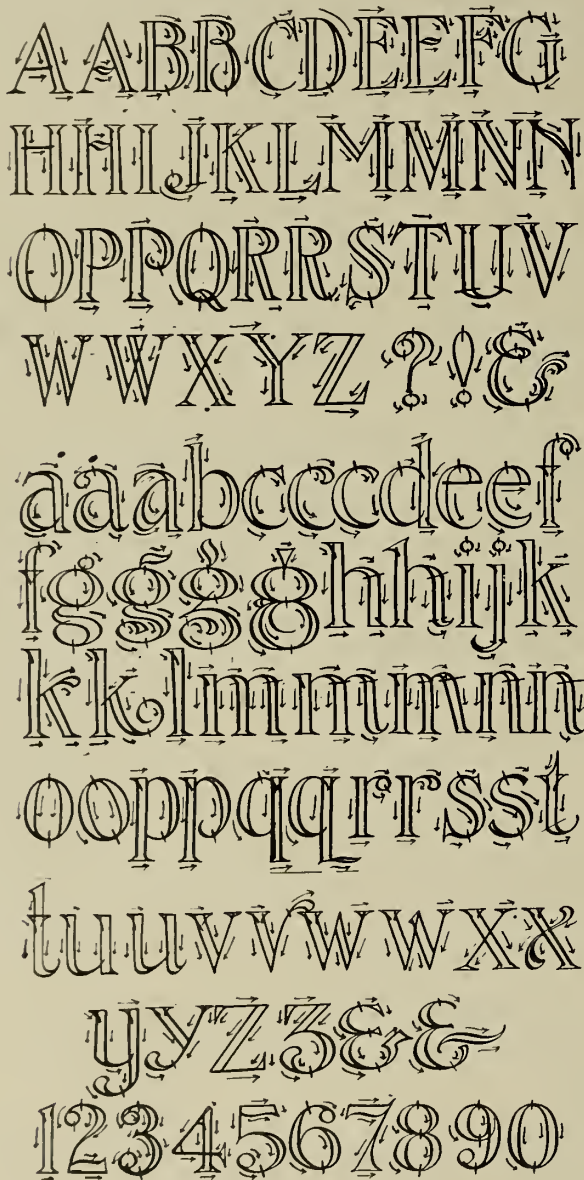
Popularity at church socials or political shindigs is not always a good asset. A glib tongue and a castiron stomach do not often go with a first-class commercial rating. There are lots of men who can get up behind a banquet table and tell how a business or community should be run who have not made much of a fist of their own affairs, and would no doubt make a sorry pickle of the country's business if they had a chance at the helm. If the "Empire to Which We Belong" depended on the flap-doodle and flag-waving of post-prandial orators who work themselves into hysterics over the "British drum-beat" or "The Peerless King," we might soon be sawing wood for the Kaiser or doing chores for Uncle Sam. Have your fun, but "keep your eye on the fight." "A heart is made for laughter, and wine maketh merry, but money answereth all things." The love of it may be the root of all evil, but money itself is the power behind the gun in business.

Majority of Stores Want Uniformity in Card Writing

Card Writer Can Be Successful if He Can Make Three Alphabets—Lesson in the More Refined Roman Lettering—This is Graceful and Adapted to Small Cards Particularly—Class of Pen to Be Used for the Work

By R. T. D. EDWARDS, with the Robert Simpson Co., Limited, Toronto

An article on card writing came to the notice of the writer a few days ago in which it was stated that one could not take a position as card writer unless he had half a dozen alphabets that he could write quickly. That may be true



in cases where the writer is working where he has hundreds of customers to please, but in a small store, the card writer can be just as successful if he has three alphabets which he can make without referring to his chart. The majority of stores want uniformity and not such a mixture of types.

There are three distinct classes of lettering—the large heavy face type, the more graceful Roman lettering, used for both large and small cards, and the very small pen lettering. If a man can say he is master of these three and has a fair degree of speed, he need not be afraid to say that he is a card writer and able to hold down any job.

Roman Lettering Adaptable to Any Ticket

Last month a heavy face type was illustrated for use on cards which were to be read at a distance, but this month

the more refined Roman lettering will be taken up. This type can be used on almost any class of ticket, but it is advisable to confine its use to small cards or a good class of window ticket. It will be noticed by the chart, that a few of the letters have been repeated in order to show how a few little variations may be used to break the monotony of the card and get away from the appearance of printed type. This alphabet is made in the same manner as the one of last month. A blunt pointed pen is used, either with or without an ink retainer for doing the outline. A Soennecken pen, No. 2½, with a brass inkretainer pulled over, is fine for this class of work. A pen nib with a small half egg shape retainer underneath it, is also used—the point of this pen being very flexible and springing back into place after every stroke. It is a very rare occurrence to have one of these nibs break. This one is also good for lettering on mat board.

Start at the Beginning

A bigger lesson than usual has been given this month, and it will take considerable time spent in practice during the coming weeks to master it, without the use of a chart. It will mean that every moment that can possibly be spared must be utilized. It would be advisable to start at the lower case alphabet first, as it is the one that is used most. Start with the "a" and conquer it thoroughly before going on to "b." The arrows indicate the direction in which to make the strokes. When you start to make a stroke, do not lift the pen until it is completed. By following this rule, the letters may be formed in a clear cut manner, which is impossible if short choppy strokes are taken. Always carry enough ink in the pen to complete a stroke. Then, again, don't have so much that it will be overloaded and cause a blot at the beginning. The spurs of the letters should be made when the ink is running low in the pen. This should be observed so as to get a sharp point on the spur, which cannot be secured when a pen is full. The carbon ink, which is used for pen work, has a tendency to clog the pen. This necessitates

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|---------------------|---------------|-------------------------------|
| Special Values | New Design | To Clear \$1 ⁰⁰ |
| Reduced to \$349 | \$1250 | |

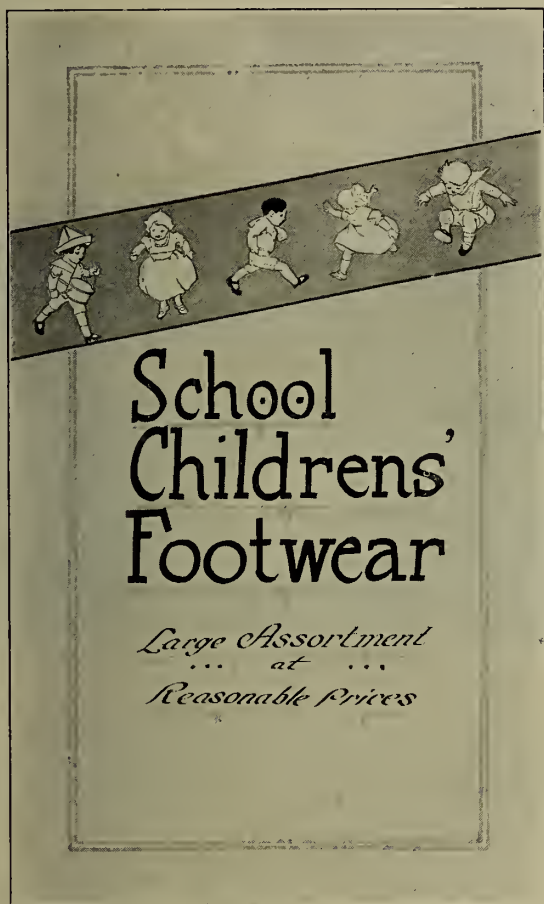
cleaning out every little while in order to get the best results, and in order to work quickly. Clean the pen very often and a decided increase in speed will be noticed. Old ink should be strained occasionally to eradicate any hard particles.

Figure No. 1 shows a collection of plain price cards, with Roman lettering and figures in use. The collection of six small cards shows some dainty ideas which may be used for spring display. Some of this lettering was done by the

outline method on white and fancy mat boards. Floral cut out designs have been used on some of the cards.

Practice is Price of Success

It may be thought by some that practice has been too much emphasized in former articles, but anyone who has



brought himself up to a high standard in this work knows that it is only by this means that such a standard may be obtained. The very best articles may be read, but the results lie with the persons themselves and therefore when the need of practice is urged, a little reflection will show that this is the most important thing in the making of a successful card writer.

Origin of Standard of Widths

Some years ago shoe manufacturers decided it was better to have definite widths in shoes, rather than use the old doubtful terms of "slim, medium and full." One of the first men to adopt this method was John C. Haskell, who was born in Philadelphia, in 1815.

The restless Yankee spirit sent him roaming where he could work at his trade, and he worked in Haverhill and Philadelphia, later returning to Lynn. He worked for a short time for a man in Boston, who made shoes to order, copying French styles principally, and saw where he could improve upon his methods, and concluded to engage in business for himself.

With a capital of 25 cents in cash and \$50 worth of stock Mr. Haskell finally went to Boston and began making shoes. He had no difficulty in securing customers, for he made well-fitting shoes from the start, and secured a ready sale for them. In those days the average wages of shoemakers were \$6 a week, and if he had a wife she bound the shoes and earned

enough to clothe herself and the children. Wages were very low until the Civil War, but it was also cheaper to live at that time.

Mr. Haskell was struck with the variations in the widths of shoes. He found that while some numbered them, there was no rule to which the shoes had to conform, and the width marked on the shoes was not any sign that it would be the same size as that of another manufacturer's shoe marked the same. He also found that there was no standard rule of the relative dimensions of the last at the ball and instep, and, after experimenting a while, he formulated his rule of "Quarter inch between widths and half an inch between ball and instep." At first he numbered widths 1, 2 and 3, but some other manufacturers used the letters of the alphabet, and later this rule was adopted as the United States standard, which, with slight variations, is used today.—Lynn Item.

Repairers Should Get More

People generally marvel as well as complain about the high cost of shoes, while there are those who frequently go so far in their objection as to declare that the dealers are reaping an additional profit in the form of a monopoly hold-up price, says an exchange.

Such is by no means the case. The fact is that for several years leather has steadily increased in price so that it is only natural that shoes would become more expensive. Of course, on the other hand again, most people are in a better position financially than they were in the days when shoes sold for one to three dollars less than they do now, so in reality they do not feel the so-called pinch of more costly shoes.

Though shoes have advanced in price, it is strange to notice that prices for repairing shoes have remained the same. How the shoe repair men can stand it seems very strange. They, like the shoe manufacturer, must pay a higher price for leather, office expenses, workmen, machinery, and supplies than was charged several years ago—yet their prices have remained practically the same. Judging from the facts bearing on this situation one would almost suppose that some day there will be an advance for shoe repairing, the same as for manufactured shoes. Surely it is only just and fair that the charge for this class of work should keep pace with the rising tide of increase in cost of supplies, like all other commodities in the same line.

He Knows Where He Is At

"The secret of success in all shoe retailing is in keeping stock so well assorted that you have no dead ends on your shelves," remarked a leading Western Ontario shoe retailer the other day. "Now, I have never had a sale so called, in years, although I have bargain tables which serve as an outlet. I believe that I am able to keep my stock as well assorted as I do, by means of the splendid system which I adopted some years ago. I have here a stock of several thousand dollars, and I will guarantee that in going over it you will not find more than \$100 of junk, in fact, I don't know that I have that much. I have a few tan rubbers, but that is about all in the line of discards, except, of course, some extreme sizes. There is no business that you can go into today whereby you can pile up old stock and load your shelves down quicker than in the shoe game if you are not careful and circumspect. That is the reason so many fellows go down and under. They have too much ballast, whereas what they need is more sales or turnover to keep things on the move. Overbuying is one of the worst features or perhaps, I should say, faults, that the average dealer can fall into."

Canadian Day at the Boston Fair

Managers of the big Shoe and Leather Fair to be held in Boston next July have made arrangements for a special Canadian Day. There will also be a special Canadian section at the Fair, where visitors from Canada can make themselves at home and meet their friends, the booth of the Canadian SHOE AND LEATHER JOURNAL being Canadian headquarters. A large attendance is expected from Canada, also from England. The management reports that the Fair this year will be the largest and best attended of any they have ever held. The Fair is under the management of R. C. Jacobsen, president of the Jacobsen Publishing Company, who has been holding successful shoe and leather exhibitions in the States for years, and the coming Fair is the seventh held under his management. W. D. Bennett, vice-president and New England manager, is well known, not only in the shoe and leather trade of the States, but also in Canada and in England. The Shoe and Leather Fair will be the centre of many important meetings and trade gatherings with visitors from all parts of the United States, Canada, and many from abroad. The management reports that exhibition spaces are being taken rapidly, and under such and able experienced management, the Seventh Shoe and Leather Fair should prove an unqualified success.

Fifteen Years With One Firm

Fred. O. Mumford, manager of the Halifax branch of the Amherst Boot and Shoe Co., is a native of Amherst, N.S. He started with the shoe company in that town some fifteen years ago and says that, being fond of the business and his associations being both pleasant and encouraging, he has never had occasion to start in any other line. After serving five years in the Amherst plant he was transferred to Halifax to assist in the management at that end. During the past four years he has had the whole responsibility, and



being a shareholder in the company, has naturally been very keen regarding its welfare. Mr. Mumford is personally acquainted with 99 per cent. of the trade in Nova Scotia and his business relations with the various members have always been of the most agreeable character. He thinks Halifax is one of the finest cities on the continent in which to reside. Mr. Mumford says that although he is thirty-

three years of age he feels like a lad of twenty. He has been married six years and has one son.

Traveler in His Sample Room

J. E. Firth, who, for the past eighteen years has represented the W. B. Hamilton Shoe Co., of Toronto, in Eastern Ontario, maintains a centrally located sample room in Peterboro. It is in the building of Hopwoods, Limited, wholesale dry goods, being on the ground floor at 364 Water St. The site is convenient to the retail trade, leading hotels and railway depots. Mr. Firth's sample room is large and commodious being artistically decorated and fitted with display stands to suit the lines carried. It is well lighted and steam



heated and in front is a handsome gold sign advertising the firm and their lines. Mr. Firth is personally one of the best known knights of the roads in Eastern Ontario and in January last was elected vice-president of the Peterboro Commercial Travelers' Association. He takes an enthusiastic interest in everything pertaining to the welfare of the traveling men in Eastern Ontario.

Using Celluloid Box Toes

The use of celluloid box toes is a new idea in Lynn shoe factories. The toes are cut from sheets of celluloid, especially prepared for the shoe trade. They are softened in an ether compound, and are quickly moulded to the toe of the shoe. It is said that celluloid counters will soon be used. The celluloid does not take the place of much leather, because very little leather has been put into box toes of women's shoes in recent years, says a recent despatch.

New Offer Made for the Stock

A fresh offer has been made for a block of Ames-Holden-McCready stock, according to a circular issued by Ross & Anger, Montreal. It is as follows: For some time past our clients have been endeavoring to secure a considerable amount of Ames-Holden common stock for one of the largest manufacturing concerns in the United States. The president of your company refused to put a price of \$33 per share on his holdings of 12,000 shares, and we are now asking him if he will sell 3,000 shares at \$28 per share and 3,000 at \$30. That is, if the shareholders will agree to sell an equal number of shares on the same basis. The advantages to be gained by the American concern taking such an interest in your company should be the greatest value to the company. The shareholders are asked to give an option on at least one-quarter of their holdings at \$28, and one-quarter at \$30, good until the date of the next annual meeting of the company, which takes place around the end of June.

"Tom" Sheppard Had to Pay \$3 For His Shoes

Not a Single Establishment from One End of Canada to the Other Would Cut the Price—The Policy of Using All Customers Alike and Guaranteeing the Shoes to Give Satisfaction or Money Refunded Seems to Be the Key-Note of Shoe Retailing To-day—The Reason Dealers Would Not "Throw Off that Quarter."

THE PROBLEM

Tom Sheppard, who has been a frequent visitor at your store in the past, comes in and asks to see a strong, serviceable shoe for general work on the farm. You show him several staples in pegged, loose nailed and Standard screw, various prices. Finally, he selects one which sells regularly the year round at three dollars.

On being told the price he hesitates and offers you two dollars and seventy-five cents, saying that no other shoe suits and fits him as well as this one which was a Standard screw, tan grain blucher, whole quarter, double sole, with plain toe, and brass eyelets.

Now, in the past you have rather prided yourself that your store is strictly one price with no favors shown. You put a fair profit on your shoes, but always get the marked price—which is in plain figures.

Still, Mr. Sheppard has been a good customer and will likely remain so if handled properly.

Would you depart from your regular practice and cut the price, and if so, how are you justified in so doing.

If you would not "throw off the quarter," what would you say to Mr. Sheppard to thoroughly convince him that you were right in your attitude and thus hold him as a customer of your store?

In dealing with Mr. Sheppard I would at once decide not to part with the shoes for \$2.75.

Personally speaking, I pay special attention to such customers or those known as tough or hard to please. I am always trying to improve my salesmanship and these are the class that test one. I can safely say that it is surprising what a clerk can do if he or she will only make it a point never to lose his temper and enter as much as possible into the customer's position. Any clerk that does not give his whole attention to such people underestimates the art of salesmanship, and it is necessary for a clerk to be shrewd and know something of a customer before he approaches him or her.

I find it impossible to begin my attack on Mr. Sheppard without first mentioning the above.

I would, in a quiet, polite way, tell Tom Sheppard that I could not throw off that quarter; that it would be very unbusinesslike, and that if we could sell that particular shoe for \$2.75 we would do so; that we catered to such and such a trade (explaining the difference between a small town store and some stores in large cities), and expected to see them back again for their next pair of shoes.

I would tell him that we had so far refrained from doing business on the overcharge plan, and that we had no intention of beginning such a system.

I would explain the harm it would do to our trade, at the same time laying emphasis on the integrity of our store.

I would take advantage of the fact of him wanting that particular make of a shoe by again pointing out its superiority compared with the others, the better leather in the uppers, the double sole, and especially the fact of it being a Standard screw, which nearly always eliminates any uneasiness from the inside.

I would make sure he was listening and that he knew what I was talking about.

Throughout I would be cautious and business like, but never offensive, and one particular point of my talk would be to speak according to his movements, but never showing any signs of defeat.

Of course Mr. Sheppard would by this time determine my further conversation.

If he still hesitated and the fact that his attitude vouched for little reason, I would throw out a few hints concerning the price of farm products such as butter, eggs, potatoes, onions, compared with a year or so ago, which ought to bring him to his senses.

Perhaps this is all the space I am allowed, but if he was willing to argue, and I had the time, I would stay with him all day. I am sure he would not point out to me why I should sell him the shoes for \$2.75, but I would have a great many points in reply.

However, if he decided not to take the pair and walked toward the door I would not stop to put the shoes back on the shelf, but be at the door as quick as he was and open it for him with a smile, and if the occasion allowed it, leave him with a grip of the hand.
—JOHN DAY, with M. B. Young, 924 Bloor St. West, Toronto.

* * *

FIT AND WEAR WITH THE PRICE

No, Mr. Sheppard, I cannot sell this shoe for \$2.75. We have one price only to every one of our customers.

You can buy this shoe as cheap as any person, and no one can buy it cheaper than you can yourself. In this way every person is used perfectly right. We show no favors to any one. All of our shoes are marked in plain figures so that any customer can tell how much any pair will cost him. It would not be fair to you, Mr. Sheppard, for me to sell this shoe to someone else for \$2.75 and charge you \$3.00 for identically the same thing.

None of our shoes are marked high enough to cut the price. This shoe at \$3.00 is certainly better buying than you will often get elsewhere at a cut price.

The shoe fits you well. In buying a cheaper shoe, you cannot get as good a fit as you will find they are not lasted as closely. Fit is one of the most prominent features in satisfactory footwear.

You will notice, too, Mr. Sheppard, that this shoe is made with a whole quarter which means less stitching,

THE PRIZE WINNERS

- 1.—JOHN DAY (with M. B. Young) Bloor St., Toronto.
- 2.—F. J. LESLIE (with Allan-Cumming Co., Ltd.) Moose Jaw, Sask.
- 3.—W. A. COCHRANE (with L. Higgins & Co.) New Glasgow, N.S.

subsequently less repairs, as the life of a work boot is what counts to-day.

Also, look at the bottom of the shoe. It is a double sole and put together with Standard screws. Now, take any of those other shoes, nailed or pegged, and you will find they are never so serviceable as the Standard screw. The ordinary nail will rust with the wet and in dry weather wooden pegs very frequently dry out, thus letting the sole pull off.

As far as comfort goes, you will certainly find this shoe will be perfectly satisfactory. Being made without a toe-cap, there is no heavy seam to bind your toes.

Now, three dollars may seem a little expensive to you at present, but there is one thing sure, Mr. Sheppard, you will be well satisfied with the service you get from this shoe. I fell quite sure that you will never begrudge your paying three dollars for this quality.—F. J. LESLIE, with Allan-Cumming Co. Limited, Moose Jaw, Sask.

* * *

CONVINCE HIM OF REAL VALUE

As regards selling Mr. Sheppard these shoes, I would like to give my way and method of dealing with him in this particular case. It is just what I should have to do if he came into the store in which I am employed in, as this firm runs a strictly one price system to all.

Now, Mr. Sheppard no doubt is one of these men that, as a rule, is quite firm in his decision as to what he prefers to pay for his shoes, especially so in this particular case. Of course, there is always some little opportunity for the clerks to suggest something, and perhaps help to change his mind just enough to agree with him in his way of thinking. If I am thus far successful, why the rest of it ought not to be a very difficult proposition to deal with.

Now, in order to do justice to Mr. Sheppard, as well as ourselves, I would have to convince Mr. Sheppard that he is getting the best possible value at that particular price; also, that he is not only getting a splendid pair of serviceable shoes for his work, but an honest and fair purchase for his money. As Mr. Sheppard knows me from past dealings and has always found me to be upright and honest in my business transactions with him, either in the store or outside business hours, he agrees with me and I have succeeded in making my sale. He takes the shoes, but perhaps as he is leaving the store he makes this little remark, that "if these shoes don't wear good and stand the test I will bring them back to you." I say to him, "All right, Mr. Sheppard, bring them in and we will make everything satisfactory to you, as that is our business, to please our patrons." Then he leaves me with a happy good day.

Now, it is not long afterwards that he comes back again, not to complain about the shoes, but to buy another pair for a friend of his. He wants the same shoe for he says "that they were the best thing he ever had for that purpose." And he adds, "that he now thinks that I was quite right in what I said about them." He states that he doesn't mind paying an extra quarter, so in this way you gain his confidence. He is still a faithful customer and one of your best advertisements.—W. A. COCHRANE, with L. Higgins & Co., New Glasgow, N.S.

* * *

BY CUTTING STORE WOULD LOSE HIS RESPECT

I would not give the desired cut of twenty-five cents, as asked by Mr. Sheppard, but would endeavor to reason with him, somewhat along this line.

Mr. Sheppard, we have greatly appreciated your trade in the past, and assure you that if it were at all possible, or straight-forward to do so, we would allow you the price cut you ask, but our goods are marked low, for a strictly one price policy, to which we must adhere, otherwise we

would lose your business opinion of us. We can honestly guarantee these shoes to be chrome tanned kip, strongly reinforced wherever the wear comes, Standard screw, solid leather insoles, counters and full-soles, with not a particle of shoddy in their make-up. They are dandies, fitted so perfectly and nailed so smoothly that they will never hurt your feet, and they are worth every cent we ask you. We are so assured of this, that if you will try them, and they do not prove satisfactory as you expect, we stand willing to make any allowance you think yourself is fair.

By reasoning thus with Mr. Sheppard, I am positive that I could convince him of their good qualities, and at the same time would not have to deviate from our "one price" rule, and make him a fast friend and customer.

If we give him the desired cut, we would lose his respect, but by holding to our principle, he will think all the more of us. It will probably strengthen his business association with us, and will also probably lead to his recommending us to his friends, as a store that stands by its policy, and guaranteeing value at the same time.

If he does not buy don't get sore, but let him leave with a smile. He is almost certain to come back for his next pair. I think this way of handling the case would be a most acceptable one.—WILL HAIGHT, with the G. R. Christie Co., Aylmer, Ont.

* * *

MAKE THE TALKING POINTS TELL

I would refuse to cut the price to Mr. Tom Sheppard. I would pick up the shoe and get Mr. Sheppard's close attention to it. Then would point out the qualities that make the price it is.

The upper of this shoe is a tan grain stock of first class selection. It will be pliable and will withstand the wear given it by combat with the soil and water. The way this shoe is put together, will also prove the most serviceable style and puts it in a class by itself. A whole quarter, plain toe blucher boot, can only be made from the choicest of skins, as such large pieces are necessary in cutting, that only the selected hides are large enough. Then, again, note the absence of seams, thus adding strength and durability and the necessity of the best class of shoemaking. These brass eyelets also add to the strength and appearance of the shoe.

Now note the sole and the durable appearance of this double sole of Standard screw construction. Thus extra strength and wear are obtained by this process as nails are so put in as to prevent them working in or out, as the machine turns them in the leather to act as a clinch, so to speak. The double thickness of the sole through to the heel gives the shoe strength that is not possible in a single soled shoe. Thus the combination of these two points warrants the price to be greater than the others shown you.

I am sorry, Mr. Sheppard, I cannot afford to sell you this shoe any less than three dollars. The cut asked is small but I cannot afford to do so. All these points in this boot command the price. You feel it is the shoe for you, then as an investment it will pay you to buy it. Our store policy is very simple and cannot be departed from. The marked price in every case is strictly "one price policy," and means a fair profit very carefully worked out, and to cut the price means my profit gone, thus my livelihood. Then, sooner or later, I must close my doors. True, the twenty-five cents will not do it, but the principle will, as the next customer is just as much entitled to the same cut.

Mr. Sheppard, you have always been a good customer of mine and have had satisfaction or you would not now be buying a pair of my boots and that without any complaints regarding former purchases.—D. J. M. McGEARY, with C. D. Mitchner, Saskatoon, Sask.

Patent Leather and Fabrics, Biggest Call

(Continued from Page 38)

effects, and a multitude of quarters will be everywhere noted. With great activity in cloth toppings, novelties reign supreme. A slit skirt shoe of regular height, buttoned to the ankle bone on the outside, and cut in a V to the top is lined with pink satin, and makes a decided novelty.

Ornamentation on Slippers

"In slippers and party shoes ornamentation will continue. Dress fashions show that trimmings, festoons, tassels, pendants, ornament the costumes, and these are bound to influence the shoe."

Speaking of autumn styles the Dayton Last Works, of Dayton, Ohio, say: "In the women's lines the narrow recede toe, carrying about three inch vamp and two inch heel, seems to be meeting with most favor in the cities. There are a few manufacturers who are showing a medium wide, square toe, so called French, but these are made with a short vamp, with 14 to 16/8 heel. At this writing it is problematical as to how strong they are going. With the rank and file the

fort in this toe than in the low recede toe, and with men it seems to be the nature of the beast to want comfortable footwear.

Boys' styles follow the men's as a rule, with the exception that there are very few selling in the recede toe, as they are still following the men's in round, medium wide toe features.

Button Boots for Dress

"The sale of button boots shows some increase," says one leading manufacturer. "One reason for this lies in the fact that most men buy the button pattern for a dress shoe. When these shoes become a little soiled in appearance they are used for every day street wear and a new pair purchased for dress purposes. This applies to the average man as, of course, the really stylish dresser who wears evening clothes and the correct footwear that goes with them keeps on hand suitable footwear for all occasions.

"The increasing demand for cloth and suede tops in boots is also favorable to making the button style more popular. The dancing fad has materially increased the sales of men's pumps, many being provided with the Juniper



MEN'S GUN METAL BLUCHER, FINGER FOXED, MILITARY HEEL—BY JOHN McPHERSON CO.

WOMAN'S PATENT LEATHER, WHOLE QUARTERS, MOHAIR CLOTH, KIDNEY HEEL BY AMES-HOLDEN-McCREADY

MEN'S VELOURS CALF BLUCHER, WHOLE QUARTERS, MODERATE RECEDE TOE BY AMES-HOLDEN-McCREADY

medium wide and medium high toe is still in vogue. Misses' and children's shoes are following along the line of last season, which has been in the medium wide foot form foreparts. Misses' shoes, in recede toe, have been shown by a few manufacturers, but do not sell."

Some Characteristics in Men's

Speaking of men's styles, it may be pointed out that comfort, appearance, ease and simplicity are much in evidence and while some extremes are shown, the general trend is for custom effects, bals being the favorite with the best dressers.

The SHOE AND LEATHER JOURNAL has pointed out that the long drop toe would prove the strongest sellers in the highest class trade. Many persons, however, feel that in men's footwear the medium recede toe will go the best in some centres. There are a number of manufacturers showing the so-called modified French toe, in the men's line, which is not as long drawn out in the forepart as French shoes are usually made, but has the square effect at the end of the toe. The popular sellers in the men's line will be the medium high, medium wide toe, as there is, of course, more com-

sole leather. Shiny leather is also gaining favor, although gunmetal and dark shades of tan calf are in good demand."

"The modified recede without the acute drop at the toe will be the strongest last of the season the country over. From being a strong city style it will be the features of the country trade," says the Boot and Shoe Recorder in a consideration of men's styles.

"The medium high toe with the one-inch heel ranks second. This style predominates in the medium price lines. Almost total obliteration of the acute high toe. The swing last with almost a straight inner line comes into the men's shoe field to some extent. The newest French recede toe, duck-shaped contour of sole, will find its only interest in men's high-grade shoes.

Some of Leading Styles

"The bal predominates in city lasts in simple effects with invisible eyelets and small round laces. The new Raglan blucher with wide opening at the throat presages a popular approval. The simple bal, blind eyelet up to the two top hooks, is in line with the slim trouser styles predicted. The full vamp without cap or stitching is evident

in tan models. Button effects diminishing on account of recede toe lasts. The only salvation of the French toe is in its sale to extreme dressers who wish to be different. The elongation and the sharp drop at the tip necessitate long fitting. If the fitting is made from end of heel to ball it will



WOMAN'S PATENT BUTTON, MODERATE RECEDE TOE, CRAVENETTE QUARTERS, CUBAN HEEL—BY PERTH SHOE CO.

not be uncomfortable, but size taken according to stick will be unsatisfactory.

Marked Change in Heels

"Heels will be lower and broader to give that flat appearance. The extreme low and the extreme high are not used. The block, wedge and flange heel are general with right and left cuts, concave breasted or square. Wood peg top lifts noted on high grade shoes are simply a novelty feature. All lines show a breadth of shank that indicates good fitting. The straight tread effect with its longer vamp makes a substantial shank necessary. Edges on all shoes will be closer than ever before.

In Tips and Tops

"Simplicity rules. The stitched tip is popular and perforations are waning—two rows of stitching across and two rows with space lead. The corded tip in the West and quite a number of the small prick perforations are seen. The round-cornered top supersedes the sharp edge. The pull strap is eliminated, giving way to the leather cleat, wedge and roll. Wing tips, perforations and saw tooth edges return in heavier grade footwear. With many styles carrying full rubber heel and sole in tan, black and mahogany shades, the fall outlook is good except for the influence of a strong rubber sole in summer that might diminish the fall demand. Shoes fitted with rubber heels represent a decidedly new feature.

"A spat effect as a State Street style is a striking feature with a dark fabric top, patent vamp, long, narrow forepart, without tip, on recede toe last. Cloth tops, black, are noted on patents, gun metals and kids. There are no extras in the good shoes, for neatness is to be desired. The very small corset eyelet with its midget cord lace is a new feature. One or two hooks at the top are the latest variations. Blind eyelets to the top lead.

"Principally dull finish black in calfskin, light sides and some boarded stocks. These will run a strong seventy per cent., patents second, with variety in toppings even to the

extent of Russia and mahogany and buck leathers. The new mahogany and the new nut tan in colored shoes. Kid returns quite strongly in men's dress footwear."

Several Striking Features

Getty & Scott, of Galt, are right to the front again this season with a splendid representation in all lines, which have snap, style, finish and grace. In misses' lines they are showing a button with patent vamp, plain toe, shepherd's plaid top and low heel. This same shoe is also seen with a tartan top in children's and infants' sizes. Another shoe of interest is an infant's extension sole button made with extension heel and forepart with wide, flat bottom. Another strong feature is a child's turn button with heavy edge and rubber spring heel. The little gents' skuffer shoe is arousing much interest. It is made with extension sole, 14 gauge edge, extension heel seat, outside one-ply heel, and comes in black and tan elk. In youths' and little gents' there are shown some new and practical lasts and a strong feature about the line is the fact that the firm use ten gauge soles and provide a good, meaty shoe with lots of solidity. In the misses' McKays a storm leg button, in all leathers, is seen with nine and ten gauge outsole. It reveals a decided improvement in construction and appearance over last season.

Among the special offerings in misses' McKays is a patent leather blucher with cloth top and full round toe. The firm report a good business in children's lines in Good-year welts and also in shoes for youths' and little gents', with heavy double soles for Fall wear. Among the artistic things seen in women's welts were a patent button with mauve suede top, recede toe with tip, Louis-Cuban heel and an all black suede button with long recede toe and kidney heel. Other choice offerings were a patent leather button with tartan top, fancy silk top band, long recede toe, with Louis-Cuban heel; a women's patent button with green calf top and green silk lining, kidney heel, close trim; patent



BOY'S BLACK GRAIN, EIGHT INCH HIGH CUT, TWO STRAPS, AND BUCKLES—BY SLATER SHOE CO.

button with black suede top, short recede plain toe, kidney heel and close trim. More captivating models were a woman's patent button with white calf top, long recede plain toe, Louis-Cuban heel, and a woman's patent button

with circular vamp, plain recede toe, Louis-Cuban heel with whole quarters of black brocade. To mention other creations would convey but little idea of their daintiness and attractiveness. One striking shoe is a women's tan elk golf made with full quarters, imitation perforation foxing, double viscolized sole, rugby back strap, and low military heel. There is also a growing girl's patent button, black cloth top, low heel and heavy edge. Other samples serve to make the line one of the most comprehensive and right-up-to-the-minute in all light and airy styles, with a pleasing variety in heels and impressive leather and cloth combinations. The Getty & Scott range was displayed in Toronto with double sets of samples for three weeks, being in charge of Wm. Chamberlain, sales manager, and S. J. Anderson.

Some Catchy New Lasts

Among the new lasts of the Cook-Fitzgerald Co., of London, are the Yale, the last word in an English model, having that broad tread and receding toe that so many favor. The Yale will be a distinctive hit and is a worthy companion of last season's popular models—the Hyde Park, Swagger, Pastime and Harvard. The Newton in No. 1 and the Tremont in No. 2 factories are also English, but not to such a pronounced degree as the Yale. People of conservative tastes will find them satisfying and beautiful. The fitting qualities are there beyond a doubt. There is one model in the Cook-Fitzgerald line that is bound to make a lot of talk, even if it does not set the world ablaze as a seller. This is the Parisian, a French last of the most pronounced duck-bill type. It is shown on a mahogany tan and is a work of art. They are wearing such shoes in the fashionable centres of Europe and the United States and some persons will wear them in Canada undoubtedly. They are odd looking and different and that is what some men want nowadays. The Merchant is another new last that will make friends. It is a conservative low-toed style that should run for a decade, being much like the Blarney, with the slight raise at the toe eliminated. The Harvest and Reaper are medium toes that will appeal to the man who is not in favor of the English models, nor yet of the high toes, but wants something smart just the same. The old favorites, such as the Hyde Park, Swagger, Pastime, Ginger, Roundup, University, Buster, Stampede, Broadway, Blarney, Wheat, Broker and other models which have made the company's



GUN METAL PUMP, CORDED SILK BOW—BY
E. T. WRIGHT & CO.

name familiar wherever shoes are sold, are all represented. In a word it is a remarkable display of fine shoes for men and one reflecting credit on the abilities of the London firm. One model which shows splendid shoemaking is a wing tip

on the Tremont, with perforations on vamp and quarter. It is one of Superintendent Fred Lovell's own design. The style is a full wing on the outside and a three-quarter wing on the inside, making it a unique and handsome shoe.

Featuring Fabric Lines

The J. & K. line of shoes which were exhibited in Toronto this year by S. Rosecrans Murphy, of Chicago, who



MEN'S WHOLE QUARTER, DULL CALF BLUCHER, ROUND
FULL TOE—BY BRANDON SHOE CO.

covers the Dominion for this firm, revealed that cloth and fabric tops are going to be very popular for the coming season. Numerous quarters are plain or brocaded in different colors, as well as in fawn and taupe. Long pointed toes and crooked heels, as they are known, are the leading features this year. The Spanish and spool are the most popular pedestals. Seventy-five per cent. of the showing is in patent leather—the others being in dull leathers, fabrics and kids. The length of vamp runs from 3 to 4½ inches, the latter being decidedly extreme. Shoes are cut about 7 inches high, with 15 buttons. The fabric models were certainly attractive, with black, fawn and gray leading, on shapely lasts. The firm are advising dealers to strongly feature fabrics during the coming season. The demand for beaded edge turns is also pronounced. The Alamo pump is a small tongue effect, with a jet ornament, set with a tiny diamond, and made in bronze imported French kid. Marlowe pumps, with pearl buttons and cut steel ornaments on the side, are decidedly attractive. A Colonial seamless boot was another of the new things seen, while Parisian effects were observed on a number of models. The Olga pump, with a patent forepart and dull kid back, with white kid lining and gashed effect, was decidedly pleasing. The "V" foxing and "V" tips, or diamond effect, as it is called, were witnessed on many of the splendid samples. The whole line is right up to the minute in correct styles and pleasing patterns.

What Leading Houses Present

L. B. Shafer, of Moore, Shafer Co., Brockport, N.Y., was in Toronto, London, Montreal and other cities during the past two weeks, showing a fine line of fall samples. The long, pointed receding plain toe was much in evidence, carrying the wood and leather Spanish heels. A large number of the samples were of patent, many with fabric and cloth quarters of pleasing pattern. The showing was a strong one—the circular vamp leading—the number of buttons being 12 to 15. Several artistic brocades, velvets and

silks were seen in the quarters. Another feature of the splendid display was a large number of turns and the majority of the offerings carried light soles and were very neat and graceful. One particularly choice sample was a matt kid button boot, full foxed, with Spanish heel. A black buckskin button shoe with a spool heel was decidedly



MEN'S DULL CALF BLUCHER, ROUND FULL TOE, 11-8 HEEL—BY EAGLE SHOE CO.

attractive, as well as some showings of the over-gaiter effect, the quarters being of gray or fawn, with a narrow strip extending to the shank, giving the shoe the exact appearance of being enclosed in an over-gaiter. The moulded shank, close edge, brocade and whole cloth quarters, long pointed receding toe, and spool and Spanish heel are distinct features of the Ultra shoe, which is the name of the high-grade welts turned out by this enterprising company. The medium class line is known as the Brockport, and the McKays as the Moore-Shafer. Colonials were also shown in a number of pleasing styles with long, receding forepart, Spanish heel, with celluloid buckles and other imposing ornaments.

"The Eden" is decidedly snappy. The heels are both spool and kidney, and the Colonials have light weight welt and turn soles. Mr. Shafer reports a strong demand for his line, which is the most comprehensive that the firm has ever turned out.

A Representative Fall Range

Ames-Holden-McCready, Limited, of Montreal state they are showing one of the snappiest lines in ladies' welts, turns and McKays they have ever placed before the public: strictly up to the minute in lasts and styles. Some very pretty effects are created by the combination of fabric blending harmoniously with the leathers.

They have among their lines of ladies' welts a mahogany brown calf button with a plaid cloth top, which is a very effective combination. Also tan calf and gun metal calf buttons with whole quarters of cloth, which are very snappy and graceful in appearance. A large variety of kidney and spool heels are shown on these lines. While the heels are made of leather they have a strong resemblance to Louis XIV. wood heel, which is so much in vogue to-day. In their ladies' turns they are showing various lines of pumps with colonial trimmings. One of their lines, which they call the "Oasis" pump, has a small tongue which forms part of the quarter, the same shape as the steel ornament which covers it. This ornament does not rest on the vamp at all and looks exceedingly pretty and neat. Another neat effect is their "Cleopatra" pump, which has a steel ornament or button on the side and a combination of matt calf and patent colt, giving the appearance of a circular strap lying

over the tongue, fastened on the side by the steel ornament. Their "Princess Pat" slippers in gunmetal and patent are very attractive. They are showing varieties of one and two button slippers. This slipper has the appearance of a regular seamless slipper with an overlap tongue, which buttons on both sides of the quarter, the tongue being cut out in conventional design to give the appearance of a six strap slipper with a small steel ornament on each strap. They have also added to their turn lines heavy soled turns or "mock welts" in cloth top buttons, and plain toes in various leathers.

On their ladies' McKay lines they are showing a very extensive range in cloth tops in medium length vamps and narrow recede toes, which are very natty and give tone to the value of medium priced shoes.

Another fine offering is a velour calf blucher, whole quarter, slip sole, on the Ritz last. This is one of a new range they are putting out for the first time to meet the retailers demand for a medium price calf shoe. The range is a very complete one, comprising all the newest lasts and patterns, and is shown in gun metal and velour calf, tan calf, patent and vici. This range is entirely distinct from the regular high-grade line, which is being toned up, and which is fully equal to any high-grade boot produced.

Besides this the company have changed over and increased their popular line of side leather welts, and the new samples show this range on all the newest lasts and patterns, and altogether their proposition to the retail trade in men's welts is most exceptional. The improvement in the women's line is noticeable, the line on both lasts and leather being complete.

Some Fine Winter Lines

The Tetrault Shoe Manufacturing Co., of Montreal, have a comprehensive and well assorted range of men's welts on receding and semi-receding toe lasts. Patent, gun metal, mahogany, tan, nut brown, Russia, and other shades of leather are shown. One shoe on a new English last with triple-stitched plain tip and medium low slugged heel is very attractive. Others have blind eyelets and full round toe. The extreme wing tip is seen on a bal with perforations around the vamp and tip. A new last with a square round



"DEFIANCE" CALF WATER PROOF SHOE, HALF BELLOWS TONGUE, CHOCOLATE LINED, RAW HIDE WELTING, DOUBLE SOLE—BY TETRAULT SHOE CO.

toe and short vamp is also displayed, as well as a straight last with a slightly raised toe. Many samples have full double soles and are lined with chocolate kid, English calf and nakin. In storm and willow calf several up-to-date shoes are seen. Among the special creations are a curler's shoe with solid rubber heel and sole, and felt slip-sole, while

the lining is of felt, and also a rubber soled blucher with cleats on the top to prevent slipping. In patents there is a strong representation with cloth and dull calf tops, in both plain toe and self tip. Some of the tops are in black serge, gray and other materials. A tan calf oxford, with rubber sole and rubber spring heel, is shown. One striking model is an absolutely waterproof shoe made in "Defiance" calf with rawhide welt, medium high toe, chocolate lined, with half bellows tongue, double viscolized sole and slugged heel. This shoe will not only shed water but will not leak when water is poured on the inside and left standing for hours. The "Defiance" hunting boot is equipped with new bellows tongue, without pockets, double row of stitching, rawhide waterproof welting and full length slip sole, made from chrome elk, ensuring a wet proof sole and lightness as well. It is a decided favorite. The splendid line is being shown in Ontario and Toronto by James Heffering.

Specializing in Women's Welts

The Perth Shoe Co., of Perth, who are specializing in women's Goodyear welts, have added a number of new lasts and are showing a particularly fine range in all leathers. Patent is leading, with dull calf and vici-kid liberally shown. Moderate recede and pointed recede toes are shown, many of the offerings having cloth and fabric tops and whole quarters. Plain and tip foreparts are in evidence and the best sole and upper stock is used in all the lines. The firm are featuring their welts at two seventy-five to the retail trade and are making only the one price shoe. The company are entering upon a direct selling campaign of an extensive character and will have representatives covering all parts of the Dominion. Under the direction of H. H. Lightford, the Perth factory is busy and devoting all its energies to women's welts, which will be sold at the one fixed figure already named. They report that the demand for their exclusive women's welts is very encouraging.

Nice Things for Little Ones

The Macfarlane Shoe Co., Limited, Montreal, who cater principally to the children's and misses' trade, are showing an offering for the 1914 Fall season that they think has been unequalled by them heretofore for style, finish and high class. They have installed several new lasts, among them being a misses' patent fox button shoe, black serge top, imitation tip, heavy extension edge, turn sole, and very low heel. This shoe presents a very finished appearance and is sure to be a trade winner. Another sample seen is an infant's patent whole box*button, dull calf top, plain toe, spring



GIRL'S PATENT LEATHER
BUTTON, CRAVENETTE TOP,
CIRCULAR FOXING

BY MACFARLANE SHOE CO.



YOUTH'S GUN METAL
BLUCHER, WIDE FULL TOE,
PLAIN QUARTERS

heel on a very broad nature last. Although catering to the children's trade, this company also handle women's shoes to a considerable extent. A natty sample of this type being shown is a woman's fine vici kid, whole fox button, heavy square edge turn, with a recede toe carrying a 12/8 heel. Speaking on style tendencies a prominent member of the

firm said that cloth tops and patent leathers would have a very strong call next Fall. This applies to children's lines as well as to the grown-ups. The variety of colors in children's shoes will still remain. Heels will run about the same as last year, although a slightly higher heel will sell in growing girls' and misses' footwear. A very strong and growing



MISSSES' KID BUTTON, MODERATE RECEDE TOE,
CUBAN HEEL. BY MACFARLANE SHOE CO.

tendency is being evidenced for the broad toe nature last in lines for young children as well as for youths and boys. Many lasts are being shown by the Macfarlane Co. in this style toe as well as a full range of children's, misses' and growing girls' slip soles in dongola and gunmetal. They are also showing a full assortment of growing girls' pumps and strap slippers with low heels, suitable for evening wear. They have found, during the past year or two, an increasing demand for a growing girl's last which carries with it all the grace of a woman's shoe, and yet retains the solidity and ease necessary to a growing girl's last. This question has been studied by them, and several lasts are seen in their samples, which will surely satisfy this demand.

Walker, Parker & Co., Toronto, have added to their usual inviting collection for Fall a number of new lasts. They are featuring patent leather button with cloth and brocade tops and whole quarters, with kidney and Cuban-Louis heels. Some are made with plain stitched tips and plain foreparts, principally on the long pointed recede and moderate recede toe. Edges are close trim and shanks light and the line embraces all that can be desired. A number of three-hole, Tango effect, low shoes are shown as well as some lace shoes for walking purposes, on English lasts with low, broad heels, wide shanks and recede foreparts, which are splendid fitters. Tops on button shoes are cut about the same height as last season and the range reveals style, finish, snap and comfort.

The W. B. Hamilton Shoe Co., Toronto, are showing for Fall and Winter a number of choice offerings in all the latest patterns on medium recede toes, a number having cloth tops with plain toes. Patent is the leading leather. In men's the company are displaying the moderate recede toe in both blucher and bals. A twelve-inch leg boot of chrome elk, with brass eyelets, double waterproof sole, bellows tongue, leather lined, is a splendid offering. The same is also made with a twelve-inch leg, double stitched sole, with full middle sole, and is also seen in blucher cut of ordinary height. The fifteen-inch leg style and the white elk blucher are new and are taking well with the trade. Many of the Fall offerings are leather lined and have waterproof soles.

(Continued on page 69)

An Advance in Patent Leather Will Go Into Effect

Increased Price Will Mean That Public Will Have to Pay for Shiny Shoes—Decrease in Slaughter of Russian Colts and Practical Cornering of Market is the Cause—More Side Leather Will Now be Used

This is the year when patent leather is leading all others in demand, particularly in women's shoes. Canadian manufacturers are using more patent side and patent colt than they have for many months, but there is always "a fly in the ointment," or "a thorn in the flesh."

The outcome is that, after September 1st next, an expected advance in the best quality of Russian colt skins will be 5 to 10 cents per square foot, making top quotations either 45 or 50 cents. Shoe manufacturers, who have been using the highest grade during recent years, will now have to pay this figure for the best, instead of 35 to 40, as formerly. This will mean a difference of at least 15 to 20 cents on each pair of shoes, where the choicest colt skins are used. Where patent side leather is employed, the extra cost will be from 5 to 10 cents a pair, as after September 1st next, there will also be an advance on patent side leather.

A leading Canadian tanner of shiny leathers, when asked about the matter this week said: "Yes, we are protecting our customers, so far as the regular supply is concerned, until September 1st next, after which they have been notified that there will be a considerable increase in patent colt and also in patent side stock. This will mean that some manufacturers will have to pay more for side leather than they formerly paid for good quality colt stock. You know there has not been an advance in patent colt leather for some years, whereas calfskins of all kinds have been steadily ascending in price."

There is no doubt that patent colt stock gives better satisfaction in the higher grade shoes than patent side leather. It is of better fibre and texture, stronger and more durable in every way. For this reason, it is preferred to patent side leather by the makers of the top notch standard in shoes.

Why Quotations are Ascending

Asked as to the cause of the advance, the speaker said the market in Russia had been practically cornered, and there had also been a falling off in the number of colts killed. The result of the decrease in slaughter and of the wholesale corraling of skins had been a startling advance in prices. There has been such a scarcity of patent colt skins that Americans, since the recent removal of the duty on leather, have been invading the Canadian market. A large American firm lately wanted to contract to take 100 dozen finished colt skins a week from a Canadian patent leather tannery, and this American firm paid exactly the same price for the skins as any Canadian shoe manufacturer. The plant went bravely ahead and filled the order for about four weeks, but when the leather manufacturer attempted to enter the market for a fresh supply of skins at the figure that he had formerly paid, he found—to use a colloquial expression—that he was "up against it" and "up against it" hard, for skins could not be obtained.

This explains why it has been found necessary to raise the price of patent leather, particularly colt stock. The Canadian shoe dealer and the Canadian consumer might as well make up his mind, that since there has been a particularly large demand for patent leather, especially in women's shoes, the price for this class of footwear is going to go up very materially, or else cheaper stock must be used. In any event, patent, whether of side stock or colt stock, is scheduled for a sharp increase in quotation.

This is the situation as it at present exists in Canada,

and the facts have been frankly presented, in order that buyers may understand the present and prospective conditions of affairs.

Present quotations on domestic extremes for February and March take off are higher than ever before and the supply is very scarce. When the good season hides come along in August, September and October, considerable advance is expected.

News Happenings from Quebec City

Albert Racine, tanner, no longer walks to his residence in Charlesbourg. He has bought a sixty horse-power motor car.

Shoe factories are not very busy at present. Several jobbers were in the city last week placing orders for their samples.

The Edgar Clement building, which was burned a month ago, is practically completed and the firm expect to start tanning again in a few days.

Ant. Sylvain, shoe repairer, of St. Olivier street, who conducts the largest business in upper town, will build a three-storey building. He will use the first floor for his shop.

Phileas Lagace, formerly foreman in the fitting room of the Louis Gauthier Co., has rented the building of A. A. Cantin and will open a new shoe factory this month. He will specialize in McKay shoes.

Among the visitors in the city during the past few days were G. Bonner, of the Bonner Leather Co., Montreal; H. C. Parker, of Parker, Limited, Montreal; L. S. Odell, of Fisk, Limited, Montreal; S. Pettigrew, Montreal; T. W. Milzener, of Cotton Threads, Limited, Montreal, and G. Lemieux, of Kieffer Bros., Montreal.

The shoe factory of J. B. Blouin, Limited, will be removed from Levis to Sherbrooke, Que. The industry employs about one hundred and fifty persons and the removal will be a distinct loss to Levis. Speaking of the proposed departure of the company a local paper says: "It is not so many years ago that the J. D. King & Son Company, one of the largest boot and shoe manufacturers of Toronto, purchased an insolvent boot and shoe factory at Levis, and opened up under most favorable auspices. It was successfully run for several years, under the management of Mr. George Perry, who was so popularly known in Quebec as well as Levis. The factory gave employment to several hundred hands, and was a great boon to the manufacturing interests of the city across the river. Some friction arose between the company and the city council, and the firm closed up the factory. To-day, the Levisites, or the adjoining municipality, will have to face another similar loss, in the removal of the J. B. Blouin boot and shoe factory, employing in the vicinity of one hundred and fifty hands, to Sherbrooke. It is not known whether there is any friction between the municipality in question and the company, but the Sherbrooke council have made such a splendid offer to the company that it is going to pay them to remove their industry to the capital of the Eastern Townships. Not only is the city granting the company a bonus amounting to \$15,000 in cash, but an enterprising real estate company of Sherbrooke has offered not only a free site for the factory, but a bonus of \$5,000 in cash as well. It is expected that the Blouin factory will be removed within the coming year, which will be another large loss to the residents of the south shore."



AMONG THE SHOE MEN.



Harper Bros., shoe retailers, King street E., Hamilton, have sold out.

Granger & Trahan, dealers in shoes, have registered in St. John's, Que.

The Classic Shoe Store, 816 College street, Toronto, has removed to Weston.

Charles Donnelly, shoe retailer, St. Catharines, has assigned to R. Tew.

Laurier & Dosogne, shoe retailers, of Montreal, have dissolved partnership.

Jas. Heffering, of Toronto, spent the past week in Montreal on business.

F. A. LeClair Shoe Co., manufacturers, St. John's, Que., have registered.

M. Saxe, shoe dealer and grocer, of Acton, Ont., has moved into a new store.

Jos. Maranda, shoe dealer, of St. Joseph de Beauce, Que., has made an assignment.

L. G. Forte & Co., wholesale and retail shoes, Montreal, have recently registered.

R. T. Hayes, of J. M. Humphrey & Co., St. John, N.B., was in Montreal recently.

The American Shoe Store is selling to American Shoe Stores, Limited, Edmonton,

C. W. J. Upham, dealer in leather and hides, Sussex, N.B., passed away recently.

The assets of the Dunford Elk Shoe Co., of Stratford, Ont., will be sold on April 9th.

S. Goldberg has opened a new shoe store at 69½ Queenston street, St. Catharines, Ont.

W. V. Ecclestone, of the T. Eaton Co., Toronto, was in Montreal and Quebec recently.

Mr. Tabrum, of Price, Jones, Limited, Calgary, was on a buying trip to Montreal last week.

M. C. Galarneau & Co., wholesale leather dealers, Montreal have recently registered.

Mark Henry has bought out the shoe repairing business of Mr. Campbell, of Sombra, Ont.

L. Higgins, of L. Higgins & Co., Moncton, N.B., was in Montreal on a buying trip last week.

The Lyon Shoe Co. are opening a retail shoe store at 429 St. Catherine street west, Montreal.

J. A. McLaren, of McLaren & Dallas, Toronto, was in Montreal during the latter part of March.

B. Helfgott, shoe retailer, of Prince Albert, Sask., was in Toronto recently calling upon the trade.

The Sample Shoe Store, 142 St. Catherine street east, Montreal, is a new store recently opened.

Mr. Taylor, of the Robt. Taylor Co., Halifax, called on Montreal and Quebec manufacturers recently.

Wilson & Brown, shoe dealers, North Vancouver, have dissolved partnership. Fred Brown continues.

J. J. Poole has bought out J. M. Courtney, of Tottenham, Ont., who is now located at Many Berries, Alta.

G. Graham, of Graham Bros., Kenora, Ont., was in Toronto a few days ago calling upon the shoe trade.

Word was received in Montreal recently of the death of William Frederick Wall in Chicago. Mr. Wall was born in Montreal, and left there in 1893 for Chicago, where he

resided until he died. He was the son of Captain Robert Wall and manager of the Canadian Rubber Company.

J. B. Kilgour, of the Kilgour, Rimer Co., Winnipeg, has been visiting the larger eastern centres recently.

L. Levey, manager of M. L. Kalker & Co., shoe dealers, St. Catharines, was in Toronto this week on business.

W. G. Damer, of F. J. Weston & Sons, Toronto, leaves this week on his semi-annual business trip to the Coast.

Stewart Ritchie, late of the John Ritchie Co., Quebec, has gone on an extended trip to Rio de Janeiro, Brazil.

F. L. Wagner, manager of the Aylmer Shoe Co., Aylmer, Ont., was in Toronto last week on his way to Ottawa.

E. L. Rising, of Waterbury & Rising, St. John, N.B., was on a buying trip to Montreal and Toronto last week.

J. T. Parker, of Walker, Parker & Co., Toronto, has returned after spending a pleasant holiday at Atlantic City.

A meeting of the creditors of Romanoff Bros., dealers in shoes and furnishings, Calgary, was held on March 24th.

The shoe repairing shop of E. Hyde, Broadway, Vancouver, was recently broken into but nothing of value was taken.

W. A. Clarke, late of Box Grove, Ont., has opened a new store on Queen street east, Toronto, near Balmy Beach.

Howard M. Brown, who has for several years occupied an important position in the Relindo Shoe Co., Toronto, has resigned.

C. S. Sutherland, of the Amherst Boot and Shoe Co., Amherst, N.S., was in Quebec and Montreal during the past two weeks.

F. X. R. Lanthier, of the Kingsbury Footwear Co., of Montreal, and Mrs. Lanthier, spent a few days recently at Atlantic City.

Jos. Bazinet, formerly of Hawkesbury, has returned to that town, and has gone into shoe repairing and shoe-making line.

The U. S. M. Co. of Canada are installing additional pulling and lasting machines in the factory of Duchaine & Perkins, Quebec.

Mr. Robitall has been appointed foreman of the lasting department of Ames-Holden-McCready, Limited, No. 1 factory, Montreal.

R. E. Jamieson, general sales manager of the Canadian Consolidated Rubber Co., of Montreal, was in Toronto last week on business.

James Dillon, of Dillon & Moore, shoe retailers, St. Catharines, Ont., was in Rochester and other cities recently on a business trip.

Andrew Wills, of the Boot and Shoe Workers, Hamilton, has gone to Scotland for a trip, where he will revisit the scenes of his youth.

C. B. Pratt, who has been in the retail shoe business for some years in Ottawa, has opened a fine new store on Sparks street, near Bank street.

James Rapson has purchased the shoe and grocery stock of T. W. Scott, Blyth, Ont., Mr. Scott remaining for a time to assist in the business.

N. P. Merrill, representing Bliss & Perry Co., Newburyport, Mass., was in Toronto last week. He received the

gratifying announcement from home that he was the father of a nine pound boy.

W. S. Piper was given the contract by the Fort William city council for supplying rubber boots to the firemen, the price being \$4 per pair.

John McCrudden, well known in Montreal shoe circles, has been appointed foreman of the making room of the Slater Shoe Co., Montreal.

Tilley & Wilson, dealers in boots and men's furnishings, of Brooks, Alta., had a meeting of their creditors, when an extension was granted them.

The Western Shoe Distributing Co., Winnipeg, will represent the Thompson Shoe Co., Montreal, west of Winnipeg during the coming season.

S. C. Cronk, 126 Wellington street west, Toronto, spent the past week in Montreal on business, showing a fine range of hockey shoes for next season.

John H. Dunbar, Western Canada representative of Corbeil's Limited, Montreal, has left on his Fall selling trip throughout the Prairie Provinces.

J. S. Groh, representing Krippendorf, Dittman Co., Cincinnati, Ohio., was in Toronto last week with a fine range of women's and misses' welts and turns.

Eli Goldin, shoe manufacturer, Queen street west, Toronto, has installed a C. H. M. lasting machine, Royal perforator, model B, and other machines.

Mr. Geddes, of the Hudson Bay Co., Winnipeg, was a visitor in the East during the past two weeks, and spent some time in Montreal and Toronto.

A. W. Dubois, representing Chas. K. Fox, Inc., Haverhill, Mass., manufacturer of Fox Footery, was in Toronto recently, showing a fine line of samples.

Geo. P. Balfre, Montreal, Canadian manager of the Chicago Tanning Co., was in Toronto recently on his way to the head office of his firm in Chicago.

Charles E. Fice, of Toronto, representing J. & T. Bell, Limited, spent a few days in Montreal recently and is now covering Ontario in the interest of his firm.

The United Shoe Machinery Co., of Canada have sent two men to St. Stephen, N.B., to set up an entire equipment in the new factory of Clark Bros.

J. G. McDiarmid, Western Canada representative of the Cook-Fitzgerald Co., London, Ont., is now covering the Prairie Provinces in the interests of his firm.

J. Silvester, late of Toronto, has opened a shoe repairing shop at 13 St. Mary's street, St. Thomas, Ont. He has had many years' experience in the making of shoes.

Mrs. P. Shea, who conducts a shoe store on Muskoka street, Gravenhurst, has recently improved and decorated the interior, giving it a very neat appearance.

Daniel Carr, of Boston, who has been several years with the Regal Shoe Co., will cover the Maritime Provinces, Quebec and Montreal for the company this season.

Honeyford & Vernon, Limited, shoe dealers, of Collingwood, Ont., have been incorporated with a capital of \$40,000. The firm recently moved into a new store.

The United Shoe Machinery Co. of Canada state that the new type buffing machine which they have installed in several eastern factories is meeting with great success.

Ed. Lynch, Western Canada representative of the Minister-Myles Shoe Co., Toronto, left last week for the Prairie Provinces with a fine range of Fall and Winter samples.

Harry Thompson, of the Thompson Shoe Co., Montreal, was in Boston last week concerning new styles. He reports conditions there as being about in the same state as Canada.

Mr. Gahan, formerly foreman of the making room, Slater Shoe Co., Montreal, has accepted a position to act in the same capacity in the factory of Getty & Scott, Galt, Ont.

Clarence F. Smith, general manager of the Ames-

Holden-McCready Co., Limited, of Montreal, and Mrs. Smith, have returned after spending a few days in Atlantic City.

Yeotes Bros., of Peterboro, Ont., who conduct large shoe shine parlors in Montreal, Collingwood, Lindsay and Peterboro, have opened a branch at 20 Queen street east, Toronto.

The U. S. M. Co. of Canada state that a large demand is being made for Goodyear shoe repair outfits, in both East and West. An average of about four a week are being installed.

Harry Johnson, formerly employed by the Perth Shoe Co., of Perth, Ont., has accepted a position as foreman of the making department of the Victoria Shoe Co., East Boston, Mass.

The death took place on March 18th of David-Keay McLaren, president of D. K. McLaren (Limited), manufacturers of leathers, belting and mill supplies, Montreal, at the age of 79.

S. Pritchett, jr., representing Smaltz, Goodwin Co., Philadelphia, was in Toronto and other Ontario cities recently, showing a very fine line of women's welts for the coming season.

L. S. McKindsey, W. H. Jardine and H. W. Roberts, Western Canada representatives of W. B. Hamilton Shoe Co., Toronto, left recently to cover their territories in the Prairie Provinces.

Tom Stedman, of the Stedman Shoe Co., who have recently moved into a new shoe store in Winnipeg, was in Toronto, Brampton and other places in Ontario recently on a business trip.

M. W. Crosby, who represents the Utz & Dunn Co., Rochester, N.Y., was in Toronto and other Ontario cities last week, showing a fine range of fall samples for women, misses and children.

H. K. Hayward and J. Canning, late of Getty & Scott, Limited, Galt, will start a complete shoe repair works in Toronto and have purchased a 22-foot U. S. M. Model N outfit, with a stitcher.

Kells & Co. have recently opened a new shoe store at 285 Bank street, Ottawa. Previous to going into business for himself Mr. Kells was manager of Bruce, Stuart & Co.'s shoe store, Ottawa.

Ed. R. Lewis, leather dealer, Toronto, has returned from a business trip to New York and Boston. He reports that leather stocks are very low and that an advance in prices in several lines is expected.

Mr. Fleet, formerly foreman of Ames-Holden-McCready, Limited, No. 1 factory pulling and lasting department, has been appointed foreman of the same department of the Perth Shoe Co., Perth.

J. L. Studholme, representing the Anglo-Canadian Leather Co., of Toronto, Wood Bros. of St. Catharines, and other firms, has returned to Victoria after a successful trip throughout the Prairie Provinces.

The Hurlbut Co., of Preston, Ont., recently entertained their employes to the annual sleigh-ride. There were eighty persons in the six sleighs provided. After the drive an enjoyable dinner was partaken of.

The Canadian Consolidated Rubber Co., Limited, have declared their 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.

Geo. E. Boulter, who represents the Thompson Shoe Co., Montreal, in Toronto, will continue to do so this season. Mr. Boulter now has two representatives in Toronto and reports business as improving daily.

The Kamloops Harness Co., Kamloops, B.C., of which J. G. Hutchings is manager, has taken over the business of

the Kamloops Saddlery Co., and is making a specialty of the traveling goods and leather departments.

C. A. Davies, of Blachford, Davies & Co., and Mrs. Davies, who have been spending a few days in New York, Boston and Atlantic City, have returned to Toronto.

Fire recently damaged the Commerce block at Amherst, N.S., on the fourth floor, and among the occupants of the building who sustained loss by smoke and water, was the Amherst Boot and Shoe Co.'s retail store.

This is known as "Invictus week" among the stores and selling agencies of George A. Slater, Limited, Montreal, and special window trims will be made and prizes given for the best displays made in each of the provinces.

Fire, which broke out recently in saddlery and shoemaking department of the Lebret Industrial School at Balcarres, Sask., did a great deal of damage but was fortunately confined to the outbuildings of the institution.

F. W. Wilson, of the shoe department of Chapples, Limited, Fort William, Ont., was in Toronto and other eastern cities recently on a two weeks' buying trip. While in Toronto he made special arrangements with the Regal Shoe

Co. to manufacture a special shoe for his firm, which will be sold exclusively in the Fort William store.

G. R. Brunet, organizer for the American Federation of Labor, was in Montreal recently and organized some forty trunk and bag makers into a labor union. A local union will be inaugurated shortly and a charter applied for.

In a fire which occurred at Liverpool, N.S., on March 28th, four stores were destroyed and the loss was forty thousand dollars. Among the sufferers was N. H. Cunningham, shoe retailer, whose stock was completely wiped out.

The Snedcor & Hathaway Co., of Tillsonburg, are now employing 50 hands in the manufacture of the heavier grades of shoes and expect in the near future to increase the force to 100. The factory is very busy at the present time.

The Beardmore Co. have had a number of brilliant hydro lights installed in the yards of their tanneries at Acton, Ont., and have also wired the houses of their workmen on the Crescent as well as having the street itself lighted.

A by-law will shortly be submitted to the residents of Sherbrooke, Que., for the establishment of a boot and shoe



The Macfarlane Shoe Co., Limited, of Montreal, the well known manufacturers of children's high-grade footwear, are at present busily engaged in moving into their splendid new factory at 61 de Normanville street, Montreal, where they will have a greatly increased capacity over their present plant. This moving is being done a department at a time, so as to put the actual running operations of the factory to as little inconvenience as possible. The new factory is one of the most modern in Canada. It was originally built by the A. P. Cimon Co., who in turn sold it to Macfarlane Shoe Co. This factory is a four-storey brick and concrete structure of mill construction throughout, with hardwood floors and all latest improvements and in dimensions is 145 x 150. Special attention has been paid to the heating system, which is derived from two large boilers in a separate building, used only for this purpose. This is a very important and highly useful feature found in very few shoe manufacturing plants

Electric power is used with individual motors in each

department, doing away with the large belts and openings through the floors, such as are found in most factories where steam power is used. The very latest machinery has been installed and the factory has been arranged so that every operation, from the cutting of the leather to the shipping of the finished shoe, is practically continuous, one process dove-tailing accurately into another with the least possible loss of time and energy.

The factory is built on a lot 150 x 250 feet with a street on every side, thus ensuring perfect light for all time and affording plenty of room for expansion, which is bound to come in the not too distant future, large though this edifice is, because this company's business has been growing by gigantic strides for years.

The Macfarlane shoe has the reputation of being one of the high-class children's lines of Canada and it is the firm's intention not only to turn out more shoes, but to increase the quality, if that is possible.

factory in that city. Negotiations have been going on with the city council for some time and fine progress has been made.

F. A. Leclair has opened a new shoe repairing establishment in St. John's, Que., with a complete repair outfit. He announces that orders by telephone will be promptly attended to and all business conducted on a strictly cash basis.

The annual meeting of Canadian Consolidated Rubber Co. has been called for April 7th in Montreal. The annual meeting of the Canadian Consolidated Felt Co. will be held the same day. D. Lorne McGibbon is president of both companies.

In order to be in a position to speedily attend to their customers' wants, Waterbury & Rising, Limited, of St. John have enlarged their shoe repairing department, installing new and modern machinery and adding to their staff of shoemakers.

George Williams, of D. D. Hawthorne & Co., Toronto, who is confined in the General Hospital, Toronto, where he underwent an operation for an abscess, is making good progress toward recovery, but will not be able to resume his duties for some time yet.

W. Thwaites, formerly employed by Rosenwasser Bros., New York, city, is now with J. Albert & Sons, Brooklyn, N.Y., as production man. Previous to this Mr. Thwaites was employed by the Slater Shoe Co. and Ames-Holden-McCready, of Montreal.

Geo. Hale, the octogenarian representative of the Lounsbury & Soule Co., Stamford, Conn., makers of women's, misses' and children's welts and turns, was in Toronto recently on business. Mr. Hale is possibly the oldest shoe traveler visiting Canada to-day.

E. P. Hamilton, formerly of Toronto, who is now the manager of the Milton Shoe Co., of Milton, was in Toronto last week. Mr. Hamilton says business is very good and that Milton is bound to be heard of more frequently in the future as a shoe manufacturing centre.

E. A. Dagg, manager Ames-Holden-McCready Co., Limited, Calgary, is resigning his position with the company. He has been appointed an official assignee by the Alberta Government for Calgary and district and will enter upon his new duties about June 1st.

Wm. C. Meyers, of the Rideau Shoe Co., Montreal, has been confined to the Western Hospital in Montreal with a severe attack of pneumonia. His many friends will be glad to learn that he is now pulling through all right and will soon be able to get around.

The by-law to grant assistance to the Consumers' Rubber Co., which was defeated in St. Catharines some time ago, will again be submitted to the people, a request to that effect having been made by several hundred citizens. It is felt that the measure will carry this time.

M. B. Young, shoe retailer, Bloor street west, Toronto, intends starting a new shoe store at the corner of Dufferin street and Bloor street, which premises are now being overhauled preparatory to putting in a stock. This will make the third store conducted by Mr. Young in Toronto.

A federal charter has been granted to the Williams Shoe Limited, Brampton. The capital stock is \$200,000 and the incorporators are J. McMurchy, C. M. McCollom, T. Thaurburn, W. W. Woods, W. C. Pickering, J. Birss and J. H. Brundell, of Brampton, and S. L. Mullett, of Orillia.

The Alberta Shoe Manufacturing Co. has commenced operations in Redcliff, Alta. The company has a modern plant and occupies a two-storey building which is well lighted, admirably planned and splendidly ventilated. About fifty hands will be employed at the start. The shoes of the new company will be nationally advertised and will be sold

throughout the Dominion. The company will make 250 pairs of men's high-grade shoes a day. The investment in plant and building represents about \$80,000.

J. E. Samson, formerly of the Rock Shoe Co., Quebec, who recently bought out the manufacturing part of the business of J. H. Larochelle and Fils, Quebec, was in Toronto last week for several days showing a range of samples in men's and women's McKays, on which he will specialize.

F. W. Hills, a widely known shoe traveler, passed away in Montreal last month, after an illness of several weeks, at the age of 63. He was with James Robinson, Montreal, for nearly twenty years, and latterly with Jackson & Savage, Montreal. He was born in Lachute, where his father was a tanner.

Louis A. Bouchard, who was engaged in the shoe trade in Montreal, died recently in that city. He was a former leading merchant of Waterloo, Que., where he served in various public capacities, being a former mayor of the town. He was 72 years old. The remains were interred at Waterloo.

C. J. Angers and G. M. Deschenes, who have carried on business at Morinville, Alta., as dealers in boots and shoes, clothing, men's furnishings and dry goods, have dissolved partnership. The latter is now the sole owner of the business, which he will carry on under the name of G. M. Deschenes.

William P. Francis, superintendent of the Emerson Shoe Co.'s factory at Rockland, Mass., has resigned from this concern and gone to Quebec to take charge of the shoe factory of John Ritchie Co., Limited. Before going with the Emerson Shoe Co. he was with Whitman & Keith Co. and later with W. R. Packard Co.

James Young, of Toronto, who has been spending some time in Bermuda Islands and Atlantic City, where he visited James Robinson, of Montreal, has returned home. Mr. Robinson, who has been several weeks in New York and Atlantic City is reported to be very much better and will soon return to Montreal.

Harry Leckie, late of the Milton Shoe Co., Milton, Ont., has joined the selling staff of Getty & Scott, Limited, Galt, and is covering the smaller towns in Manitoba and Alberta. H. Gibbins is looking after the larger centres in these provinces, while the territory from Calgary to the coast is being supervised by W. G. Fallen.

At the annual meeting of the A. A. Durkee Shoe Co. held recently in Truro, N.S., very satisfactory reports were presented for the past year showing a gratifying increase in business. The following directors were elected: A. A. Durkee, George W. Stewart, George E. M. Lewis, F. A. Doane, T. S. Pattillo, H. C. C. Yuill and John D. Ross.

Daniel Toomey, foreman for the past ten years in the fitting department of the Hartt Boot and Shoe Co., Fredericton, N.B., who has resigned his position and is leaving for his former home in Brockton, Mass., was presented with a handsome travelling bag and an appreciative address by the fitting department, the address being read by C. J. Miller.

Mr. Thompson, who has been one of the foremen in the Getty & Scott factory at Galt and left recently for another field of labor, was presented by the members of the cutting room with a traveling bag and by the employes of the trimming and skiving department with a dressing case, both gifts being accompanied by suitable addresses.

At the annual meeting of the Shoe Workers' Union, No. 444, held in Hamilton recently, the election of officers for the ensuing year resulted as follows: W. Hurford, president; E. Vann, vice-president and collector; A. Johnston, financial secretary; F. Wills, recording secretary; V. Thompson, treasurer; A. H. Hewitt, sentinel. The newly elected officers were installed by W. Hamilton, and at the con-

clusion of the business a smoking concert and free drawing took place.

W. B. Chubb, of the W. B. Chubb Co., dealers in pickled sheepskins, Boston, was in Toronto last week on business.

G. A. Blachford, late sales manager of the Murray Shoe Co., London, was in Toronto last week on business. It is rumored that he may start a shoe factory in Toronto in the near future for the manufacture of women's fine Goodyear welts.

The Fall and Winter samples of Frank W. McKeen, Quebec, showing a nice range in men's, women's and children's Goodyear welts and McKays are complete and are the finest ever turned out by that firm. A number of attractive lasts are shown. The firm is now represented in Toronto and Ontario by Clarence S. Acton, who has entered upon his new duties.

The A. R. Clarke hockey team have closed a most successful season, having won eleven games out of twelve. The team was successful in again capturing the championship of the Riverdale Manufacturers' League for the challenge cup donated by the Hon. A. E. Kemp, which they also landed last year. The team also won the finals in the Aurora tournament.

Norman L. McDonald, who has been prominent in securing several new industries for Edmonton, notably the Edmonton Shoe and Leather Co., is now on a tour to points in Ontario and the United States in an endeavor to secure more factories for Edmonton. He will interview several leather and shoe concerns with whom correspondence has been conducted.

THE SHOE AND LEATHER JOURNAL has received a copy of that excellent book, "The Shoeman's Guide," which is a reliable directory of the producing side of the boot and shoe trade of Great Britain and Ireland. It is issued by the Halford Publishing Co., Limited, 26 Corridor Chambers, Market Place, Leicester, Eng., and the retail price in Canada is one dollar.

The shoemen of Brantford are presenting a petition to the city council asking that an early closing by-law be passed under which all shoe stores will close every night at seven o'clock, except on Saturdays and on nights preceding public holidays. It is understood that the petition has received the signatures of practically all the footwear retailers in Brantford and Eagle Place.

J. C. North, a prominent shoe dealer of Picton, Ont., died very suddenly on March 26th from heart failure. He leaves a wife, a daughter and a son, Charles, associated with his father in business. Mr. North was a highly esteemed citizen of Picton, being a school trustee for ten years, a prominent Mason for over a quarter of a century and an enthusiastic horticulturist.

W. J. Baggs, 638 Shaw street, Toronto, has been appointed the selling agent in Ontario for Eugene Guay, of Montreal, maker of Guay leather counters and for the Independent Box Toe Co., of Montreal, makers of high-grade box toes and heels of all kinds. Mr. Baggs has also been appointed representative in Ontario and Eastern Canada for Wood Bros., lace leathers.

At a meeting of the Boot and Shoe Workers' Union, No. 458, held recently in Fredericton, N.B., the following officers were elected:—President, Edward Langille; vice-president, John Donahoe; financial secretary, F. W. Rowan; recording secretary, F. B. Dibbs; executive—W. E. Perley (chairman), P. A. Gerow (secretary), J. McCutcheon, B. Burden, L. Carten, J. Currie, F. Stillwell and F. B. Dibbs.

J. Robson Lamy, one of the best known citizens and business men of Amherst, N.S., passed away recently after a few weeks' illness, at the age of seventy-four years. He

was identified with nearly all the leading industries of the town, being for many years president of the Amherst Boot and Shoe Co., in which he was one of the original and leading stockholders. He was also president of the Atlantic Lumber Co.

M. B. Young, shoe retailer, 924 Bloor street west, Toronto, has installed a new front with tiled entrance. There

BRANCHING OUT FOR HIMSELF

The firm of Walter Williams & Co., manufacturers' agents, Montreal and Toronto, dissolved partnership on March 31st and E. W. McMartin, junior partner for the past eight years, who has had complete charge of the smallwares department work, has started a separate business in his own name, with premises in the Read Building, 45 St. Alexander street, Montreal, and 20 Wellington street west, Toronto. Mr. McMartin has been appointed sales agent for Brough, Nicholson & Hall, Limited, Leek, England, for all their fine boot and shoe laces so well known to the trade, and smallwares of various kinds, including the Champion Spun Silk so largely used by making up trades generally and shoe manufacturers. T. B. Bethell & Co., Coventry, England, have also appointed him their Canadian sales agent. This firm make the famous Spider Web Brand of Elastic boot webs as well as elastic glove webs. These goods are well known to every user of goring or shoe elastic. Mr. McMartin will also sell all the various lines of webs, bindings and galloons, etc., heretofore handled by



Walter Williams & Co. It is felt that his prospects are bright with such agencies backed by his 24 years of active successful salesmanship which has built up a splendid connection for him in all corners of the Dominion. Mr. McMartin began life in the village of St. Andrews East, Argenteuil county, Quebec, and assumed active commercial duties at the age of 12 years, by acting in his aged father's place as agent for the Ottawa River Navigation Co., being responsible for entire village freight inwards and outwards, shipment of produce, etc. As a boy he was proud of having been told by officers that his place was the best kept.

Mr. McMartin started business life in Montreal when fifteen years old, after a course in the Montreal Business College, entering the employ of George D. Ross & Co., manufacturers' agents, where he received a fine business training, staying there eleven years. When he left he was in charge of their smallwares department. He then joined Walter Williams & Co., and after five years as employee became junior member of the firm and has remained such for eight years.

are two single oak doors and between is a semi-circular show case window. The windows on either side of the entrance are triangular in shape with rounded corners. The new front of Mr. Young's store is as attractive and imposing in appearance as any one could possibly desire. The change has already resulted in greatly increased business.

Fred. R. Foley, who has been a shoe retailer in that town for the past thirteen years, has just been elected one of the councilors of Bowmanville. This is a tribute to Mr. Foley, who is an alert business man and an enthusiastic resident of Bowmanville. He was also recently elected first vice-president of the Retail Merchants' Association of that town, and he has just concluded an anniversary sale which was a whirlwind. Last Saturday was the biggest day he ever had in the history of the store.

A new button fastener which has been placed on the market prevents the buttons tearing out, especially in fabric top shoes. Both hand and foot machines are sold. The button is clinched with a wire which catches around the shank and on the inside is a flat metal disc about one-quarter of an inch in diameter which somewhat resembles the head of a brass paper fastener. It is impossible for the button to become separated or pull out. The sale of the new fastener is reported as satisfactory.

J. T. Stenson Sons, shoe dealers, of Peterborough, Ont., have inaugurated as a permanent part of their store an orthopedic department for the relief and cure of all foot troubles. The firm are extensively advertising the new department and recently G. Greenwood, foot specialist, spent several days at the store. The firm are handling the entire line of foot specialties and appliances made by the Scholl Manufacturing Co., Limited, of Toronto, Chicago, New York and London, and a very satisfactory business is being developed.

Through the timely discovery by a policeman of a fire which broke out in the Roberts & VanLane shoe store on Colborne street, Brantford, recently, and the quick response of the brigade a serious conflagration was averted. Had the discovery been made five minutes later the whole interior of the premises would have been gutted. The blaze started in the stock room at the rear. The flames were confined to the

one room and the stock in the main portion of the store was unharmed. The damage amounted to about five hundred dollars in the stock department.

The new factory of the Just Wright Shoe Co., of St. Thomas, Ont., which was built by the city, was recently inspected by Mayor Johnston and the architect. It appears that the Fire Underwriters' Association have condemned the metal covering on the fire doors and the glass windows at the south side of the building. The doors will be recovered and wired glass installed to conform to the requirements. The work on the roof has been finished making the structure entirely fireproof. The Just Wright Company, of which E. E. Donovan is manager, will move into their new home in the course of a few weeks.

Cobourg may have a new felt factory. A proposition has been made to the town council by Messrs Charles and Dick to start such an industry and the promoters ask for a loan for ten years of ten thousand dollars without interest. They agree to have a paid-up capital of \$90,000, to use the Cobourg Woolen Mills building and to employ on an average fifty hands the first year and one hundred hands the second, third, fourth and fifth years and an average of two hundred hands for the remaining five years. The company will give the town a mortgage on their plant as a pledge of good faith. A by-law will shortly be submitted to the ratepayers for approval.

A. C. Kitchener, the genial Canadian representative of the Palatine Heel branch of the Leyland and Birmingham Rubber Co., with factories at Preston and London, England, recently moved his offices and warerooms from St. Antoine street to 169 Fulford street, Montreal. This will give considerable additional necessary warehouse space as well as provide more satisfactory office conditions. Mr. Kitchener, who is well known throughout Ontario especially, formerly had offices at 239 Victoria street, Toronto, and has made a great many friends among the shoe trade both retailers and jobbers. He reports business conditions as gradually returning to normal with a much brighter outlook for the coming summer and fall months.

A large number of retailers are expected in Toronto within the next few days to take advantage of the special



JAMES BIRSS

ONE OF THE DIRECTORS OF THE WILLIAMS SHOE, LIMITED, BRAMPTON, WHO HAVE OBTAINED A FEDERAL CHARTER AND ARE INCORPORATED WITH \$200,000 CAPITAL



W. D. BENNETT,

VICE-PRESIDENT AND NEW ENGLAND MANAGER OF THE SHOE AND LEATHER FAIR IN BOSTON TO BE HELD IN JULY



J. H. BRUNDELL

ONE OF THE TRAVELERS OF THE WILLIAMS SHOE, LIMITED, BRAMPTON, WHO IS A DIRECTOR OF THE NEWLY ORGANIZED COMPANY.

This Unsolicited Testimonial Speaks for Itself

President
T. STEDMAN

Vice-President
MILLS G. STEDMAN

TOM STEDMAN LIMITED

BOOT AND SHOE PROVIDERS

"NOTHING LIKE LEATHER"

719-21 MAIN STREET
Phone Main 1229

SUBJECT..... WINNIPEG, MAN.

February 3rd, 1914

The T. Sisman Shoe Co., Limited
Aurora, Ont.

Dear Sirs:-

We take this opportunity of saying that the goods we have received from you this season excels anything you have ever done before. They have opened up completely to our satisfaction, and the general get-up and solid character of the lines have been really excellent. While you turn out goods as we have described you can always count on us as a customer.

Yours very truly,

TS/SP

T. Stedman
TOM STEDMAN LIMITED
T. Stedman
.....
Managing Director

The T. Sisman Shoe Co., Limited
AURORA :: ONTARIO

sale which is being conducted by Blachford, Davies & Co. It started on the first of the month and the firm are making the unique offer of paying the railway fare for all those who avail themselves of this opportunity, within ten days. This offer applies to a radius of 150 miles from Toronto, and an allowance will be made for any points of greater distance. Mr. Davies, who has recently returned from the eastern markets, announces special purchases amounting to \$35,000.

C. Eugene Lepine, general manager of the O. B. Shoe Co., Drummondville, has resigned. M. H. Labrecque, foreman of the cutting room, has also tendered his resignation. Mr. Lepine was formerly with the Kingsbury Footwear Co. Both these men have returned to Montreal and are now open for positions.

A fire which broke out in the plant of the Bonner Leather Co., West Notre Dame street, Montreal, March 29th, did damage to the extent of about \$15,000. As the outbreak occurred on Sunday afternoon, no one was at work in the tannery. The fire originated in a room used as a repair shop on the second floor, and when the firemen arrived, flames were shooting from the upper floor of the tannery and it looked as if the building was doomed. Good work on the part of the fire fighters, however, quenched the blaze in about half an hour, and the chief damage sustained was through water and heat which affected the large leather stock stored. All orders are being promptly filled.

SLATER SHOE COMPANY ABSORBED

The firm of Dufresne & Locke, Montreal, are taking over the interests and plant of Slater Shoe Co., of that city. Negotiations have been in progress for some time and a meeting of the interested parties was being held as the *SHOE AND LEATHER JOURNAL* went to press.

Dufresne & Locke, whose factory is in Maisonneuve, are one of the most progressive shoe firms in Montreal. Both Mr. Dufresne and Mr. Locke are considered leading manufacturers in Eastern Canada. Some months ago they took over the factory erected for Kirvan-Doig, Limited, and which adjoined their premises. Up to the present they have been manufacturing chiefly for the jobbing trade.

Slater Shoe Co., whose factory is on Latour street, Montreal, was taken over by the Corporation Agencies a considerable time ago and a complete re-organization took place. E. F. Leonard was made superintendent of the plant. Slater Shoe interests took over the business of the Rideau Shoe Co. after the owners of the latter business had suffered a bad fire loss and had decided themselves to get out of the shoe manufacturing line. It has been persistently stated that Slater Shoe Co. intended to move to Drummondville, Que., where a bonus arrangement has been offered them by the council and where they are expected to erect a very large factory.

DO SHOES COME IN UNDER VALUE?

The annual meeting of the Boot and Shoe Section, Canadian Manufacturers' Association, was held in Montreal March 9th. The meeting was well attended and considerable discussion arose on various topics of interest to the shoe manufacturer.

A question which was brought up, and one that affects every Canadian shoeman, was that of regulating the "dumping" into Canada of American footwear. It appears quite apparent that a very large quantity of these goods come into the Dominion yearly at an under-valuation, that is to say, a shipment being sent in by an American manufacturer of \$2.50 shoes, and invoice included valuing the shoes at \$2.00 only. The members of the association felt that the

government appraiser was not, and could not be expected to be competent to judge as to the just value of a pair of shoes, as it would require a shoe expert to do so. The suggestion was made that the government be asked to appoint such a man, who would act for the general good and protection of home manufacturers.

Different other methods of coping with this perplexing problem were discussed, and it was decided that the matter be settled one way or the other as early as possible.

Another question brought before the members was the advisability of shoe manufacturers throughout the entire Dominion getting together, the Quebec and Ontario manufacturers joining with those of the other provinces in forming a national body to deal with trade customs and questions generally, such as the returning of stock, size of cartons, credit question, and others that could be much better handled through the enlargement of the scope and work of the association.

It is very probable that a general convention of Canadian shoe manufacturers will be called for the end of April.

The board of officers of last year was re-elected for the ensuing year, comprising—Chairman, Geo. A. Slater; vice-chairman, Nap. Tetrault; executive committee, Ralph Locke, Walter Sardon and Raoul Lanthier.

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.

GOOD CHANCE FOR LIVE SHOEMAN—To take over woman's department in busy down-town Toronto store. Thoroughly modern stock; \$5,000 capital will handle. Rare opportunity. Apply Box 76, *SHOE AND LEATHER JOURNAL*, 1229 Queen street west, Toronto.

WANTED by a prominent German firm, making good and middle class shoe and boot laces, as well as loopings and topbands, an agent with good connection in boot and shoemaking centres. Sale on commission. Address with full particulars, Box 69, *SHOE AND LEATHER JOURNAL*, Toronto.

WANTED—Boys', youths' and gents' lasts, suitable for McKay followers. Send particulars to Box 74, *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.

WANTED—Active partner by a shoe manufacturing concern in the middle west, making a line of boys' and girls' medium-priced McKay Shoes. Must be thoroughly competent in the manufacturing department and be prepared to invest some money in the enterprise, which will bear the closest scrutiny.

All communications treated in confidence. Apply at once, with reference, to Box 75, *Shoe and Leather Journal*, Toronto, Ont.

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

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.

PATENT LEATHERS AND FABRICS, BIGGEST CALL

(Continued from Page 59)

Frank W. McKeen, Quebec, successor to C. E. McKeen Co., states that several new lasts have been put in by the company for the coming Fall season which are still better than those the company have been showing in past seasons. One of the lasts is a men's black, dull calf, medium recede toe and fairly low heel. This shoe presents a very natty appearance and ought to be a good seller, as a very large demand is expected for this type of last. It is the opinion of Mr. McKeen that for Fall nineteen fourteen the large call will be for receding toes in men's lines, with the vamps long and the heels low. It is also thought that patent leather will change places with tan and that there will be a lot of shiny leather cut, and a lot less colored leather. Brocaded vesting will be used considerably especially in women's.

The Thompson Shoe Co., Limited, Montreal, have several new lasts this season which they think should take with their customers. They recently discontinued handling men's shoes of all kinds, and are now only selling women's shoes exclusively, with the exception of misses', children's and infants' white canvas goods, of which they make a specialty, carrying a particularly large stock of this type of shoe. Their sales on white canvas goods last year, they state, were larger than ever before. For the coming Fall season they are showing many attractive lines in women's colonials with kidney and spool heels. One line they expect to go strong this season is their No. 533 women's patent colt butterfly pump with fancy ornament, spool heel and turn sole. Two other samples shown by them which will take are their No. 532 women's patent tango pump, turn sole and Cuban heel, and No. 534 women's patent vamp colonial, black silk quarter turn sole and spool celluloid heel.

Amongst their liness are also noticed some women's very natty patent button shoes, with cravenette and brocaded tops and quarters. The traveling staff of the company will be going out shortly and will be the same as last season, except that the Western Canada Distributing Co., of Winnipeg, will represent them west of Winnipeg. The Thompson Shoe Co. state they are now the largest jobbers in Canada handling women's shoes exclusively.

Valentine & Martin are showing some exceptionally fine offerings in sporting and hunting boots in Pearl storm

calf, black storm calf, chocolate, tan and veg-chrome. All these shoes have full double soles, viscolized, with two rows of stitching and full bellows tongue. One special feature is that they are absolutely smooth inside, there being no counter lining to irritate the foot, and no back seams to rip. Several of the shoes have double vamp and are equipped with two straps and buckles. The firm are right to the front.

In the Matter of The Dunford Elk Shoes, Limited

Under the direction of his Honor Judge Barron, there will be sold by public auction on the premises of the above company, in the City of Stratford, on Thursday, the ninth day of April, 1914, at the hour of 2 o'clock in the afternoon, the assets of the above company in liquidation, follows:—

| | |
|--|-------------|
| Real estate, buildings, etc. | \$10,634.94 |
| Stock in trade, chattels, etc., as follows:— | |
| Manufactured shoes | \$2,598.00 |
| Travelers' samples of same | 712.40 |
| Leather | 1,445.19 |
| Shoe findings and merchandise | 1,895.06 |
| Thread | 678.00 |
| Leather soles, heels, etc. | 3,510.11 |
| Factory furniture and fittings | 436.93 |
| Lasts and patterns | 2,413.99 |
| 38 machines, belting, pulleys, etc. | 5,524.96 |
| Office furniture and supplies | 434.51 |
| | \$19,649.15 |

\$30,284.09

The whole will be offered en bloc, subject to reserve bid.

TERMS OF SALE:—20 per cent. down at the time of sale, 20 per cent. more on delivery within ten days, and the balance in three, six and nine months, approved and endorsed paper, with interest at 7 per cent. per annum.

If satisfactory bid is not obtained for the assets en bloc, the same will then be put up in two separate parcels—the land and buildings in one parcel, and each of the items of stock and chattels separately. Terms—the same as above.

Full particulars of conditions of sale can be obtained on application to

Mr. Henry Macklin, in charge on the premises, or to
 Messrs. McPHERSON AND DAVIDSON,
 Solicitors, Stratford, Ont., or
 Messrs. GIBBONS, HARPER AND GIBBONS,
 Solicitors for the Liquidators,
 The London and Western Trusts Co., Ltd., London, Ont.

Kant Krack

Dainty Mode

Royal and Bull Dog
Brands of

RUBBERS

New Process

In the construction these high class rubber lines are vulcanized under pressure the same as that of an automobile tire, which method brings their component parts together into one solid mass, thereby preventing porosity or blisters, and giving the material the same wear-resisting qualities as the tire.

Kant Krack, Dainty Mode, Royal and Bull Dog brands cost no more than the inferior sort

Manufactured by

**The Independent Rubber Co.
Limited**

MERRITTON

ONTARIO



Independent Rubber Co. Brands
are carried in stock and sold by

| | |
|-------------------------------------|-----------------|
| The Amherst Boot & Shoe Co., Ltd., | Amherst, N.S. |
| The Amherst Central Shoe Co., Ltd., | Regina, Sask. |
| A. W. Ault Co., Limited | Ottawa, Ont. |
| Garside & White | Toronto, Ont. |
| Kilgour, Rimer Co., Limited | Winnipeg, Man. |
| The J. Leckie Co., Limited | Vancouver, B.C. |
| The London Shoe Co., Limited | London, Ont. |
| McLaren & Dallas | Toronto, Ont. |
| James Robinson, | Montreal, Que. |



*"Williams"
Shoe*



*Is Sound Right
Through*

No. 65

WILLIAMS SHOE, LIMITED

FALL STYLES for 1914

*A Wide Range of Big Shoe Values
that Deserve Your Special Attention*

When the "Williams" salesman calls on you, be sure to thoroughly examine his samples. He has a complete range to show you of attractive, snug-fitting, every-day sellers. They're made in a factory where honest workmanship and good quality materials predominate.

You'll be agreeably surprised at the little extra value embodied in Williams' shoes. Your customers will be more than satisfied at the excellent wearing and fitting qualities distinctive of our make.

If you've never sold Williams' shoes before, it's all the more reason why you should start now. You'll never know what it is to corral the bulk of the shoe business in your locality, until you do sell them.

WILLIAMS SHOE LIMITED

BRAMPTON, ONTARIO

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
MONTREAL, Que.

122 Adelaide St. West, Toronto

492 St. Valier St., Quebec

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
128 Summer St.

GLOVERSVILLE, N. Y.
11 Cayadutta St.

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

The most successful and largest retailers of shoes in the country are believers in the

LONG PROFITS

obtained by the sale of the product of

FRANK W. McKEEN

MANUFACTURER OF

MEN'S & BOYS' WELTS

Retailing at \$3.50, \$4.00, \$4.50, \$5.00

Retailers! Why not concentrate your business with a manufacturer who is equipped to make all your medium and high grades at prices which give you a **LARGE MARGIN OF PROFIT?**

WATCH FOR OUR TRAVELERS

FRANK W. McKEEN

FORMERLY
THE C. E. McKEEN CO., Regd.

QUEBEC

THE SHOE MANUFACTURER

who uses

Logan's Union Slaughter and Sweat Sole Leather

doesn't need to read this ad. He knows that the saleability of his products depends upon the reliability and good quality of these leathers—and he's more than satisfied with results. Let us quote you prices.

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.

"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



BILT
FOR
BOYS



Now that you have taken stock and summed up the past season's business, and have proved the value of the boys' boots you have handled and the results—good and bad—they have given you, you will naturally plan, this coming season, to stock the best lines and to drop those that have given you trouble and were hard to move, and in this connection let us suggest that you make the "CANADIAN BOY" shoe your leading line. Good fitting, good looking, solid and durable, you will find it a most profitable investment.

Our Fall Samples are coming. THINK IT OVER

The Reliance Shoe Company, Limited

350 Sorauren Avenue :- :- Toronto

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

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.

KINGSTON TANNERY

That's where the HIGH GRADE STAPLE LEATHERS are made. HIGH GRADE because of good tannage, uniform substance throughout, properly stuffed or fat liquored as the case may be, perfectly set, and because of the good results they show in the cutting room.

These are some of them

Elk in Black and Colors

Russet Oil Grain

Mennonite Grain, Black and Red

Combination, Smooth and Boarded

Russet and Black Collar Leather

Vegchrome, Black and Chocolate

Imitation Gun Metal Pebble

Ooze Splits in Colors and Black

Write to-day for samples and prices

A. DAVIS & SON, LIMITED

Kingston, 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

Special **SHOE SALE** Wholesale

BLACHFORD, DAVIES & CO., Limited

Announce to the Retail Shoe Trade of Canada

Having made SPECIAL PURCHASES amounting to

\$35,000, (Thirty-five Thousand Dollars)

they are prepared to put the same on sale starting

Thursday, April 2nd, 1914

These goods were bought at a specially low price from various manufacturers in the east and are all this season's new goods, some being cancelled orders on account of late deliveries resulting from the strike, others Floor goods accumulated during the recent trade depression.

It is our intention to turn these goods over immediately and we are prepared to offer the Shoe Trade extraordinary low prices on this purchase. To any merchant who avails himself of this opportunity within ten days from commencement of sale **we will allow return railroad fare within a radius of 150 miles from Toronto** and suitable allowance to any points of greater distance for the privilege of showing intending purchasers what we have to offer.

BLACHFORD, DAVIES & CO., LIMITED

60 and 62 FRONT STREET WEST

Wholesale Shoes and Rubbers - Toronto, Canada

Ask Your Jobber's Salesman to Show You Fall Samples of the "Doctors" Shoe



Your chances of doing big business next Fall, depends upon the judgment you use in the selection of your Fall stock.

The average man doesn't want a shoe that is absurdly freakish. Neither does he want one that is clumsy and unattractive.

What he *does* want is a shoe that *looks* well, *wears* well and *feels* well.

No shoe on the market combines these features so attractively as the "Doctors" Shoe.

Both soles and uppers are most thoroughly waterproofed. The "Doctors" is the shoe that goes through water, slush and snow and fully protects the foot from these elements.

A dandy seller for the Fall.

Doctors
ANTI-SEPTIC
SHOE
PAT 1906 1907
NON
PERSPIRO

The Tebbutt Shoe and
Leather Co., Limited
THREE RIVERS, QUEBEC

SEVENTH NATIONAL
Shoe and Leather Market-Fair

Mechanics Building, Boston, Mass.
 ONE WEEK, JULY 8-15, 1914



Come to Boston

and take part in the
 observance of

CANADIAN DAY

at the Fair

Come to Boston

and see the finest collection of shoes,
 leather and supplies, that has
 ever been gathered together
 under one roof.

Superintendents' and Foremen's Day

Saturday, July 11th, will see the largest gathering of shoe factory superintendents and foremen that has ever been held. There will be an International Convention and special attractions for these men.

Spend this week in Boston

No matter what you plan otherwise, be sure and attend this great gathering of shoe and leather men in Boston. You will meet hundreds of men engaged in a similar business as yourself and the interchange of ideas is sure to result beneficially to you.

Come down and see the latest methods and machines for shoe and leather manufacture.

Boston is a hospitable city and especially so when filled with shoe men. Low round trip rates on rail and steamship lines.

Jacobsen Publishing Co. - Managers

183 ESSEX STREET, BOSTON, MASS.

136 W. Lake Street, Chicago

2 Stone Street, New York

415 Arch Street, Philadelphia

Publishers of "Hide and Leather"

SEVENTH NATIONAL Shoe and Leather Market-Fair

Mechanics Building, Boston, Mass.

ONE WEEK, JULY 8-15, 1914



The Seventh National Shoe and Leather Market-Fair is to be an even greater success than any previous shoe and leather exposition, and will be held on the same dates chosen by the New England Shoe and Leather Association for their International Shoe and Leather Week.

Well Located Spaces \$125 to \$288
WITH ALL NECESSARY EQUIPMENT

The equipment varies somewhat with the character of the exhibit, but all equipments are the same for similar classes of exhibits.

There is no other really necessary expense

Exhibitors are furnished with all the necessary equipment to conduct their exhibit in a satisfactory and successful manner. Sign, lights, show cases or display racks, desk, chairs, table, decorations, floor covering, locker, janitor service and night watchman are all provided by the management.

Shoe Manufacturers

may obtain spaces all equipped as above and ready for their exhibit, for \$125, \$180 and \$288. Diagrams showing available spaces now ready.

Findings and Supplies

Good spaces for the exhibition of findings and shoe factory supplies of all sorts may be had for \$125 to \$180, including all necessary equipment of space.

Tanners' and Machinery

spaces may be had with or without power and to suit the varied needs of the exhibitor at prices from \$125 to \$344. This price includes standard equipment as above.

Apply for Space NOW to Secure Good Location

Jacobsen Publishing Co. - Managers

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136 W. Lake Street, Chicago

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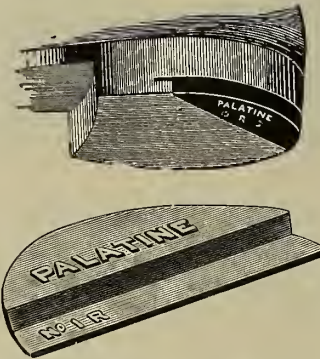
Publishers of "Hide and Leather"

ENGLISH RUBBER HEELS

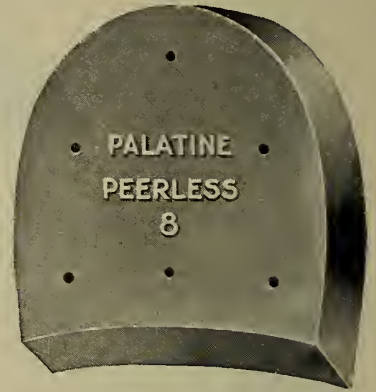
Made in a British factory, by British workmen, in the British way, which assures Quality and Workmanship



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.



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.



Imported Direct for the Canadian Trade

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 the 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

169 Fulford Street

MONTREAL, QUE.

A Final Bid for Your Fall Placing Orders



Ask to See the Tricketts' Samples

when your jobber's salesman calls on you. Our line for Next Fall is the strongest we have offered the trade in years. You who have stocked and sold these universally popular slippers know what this means. You who haven't, have yet to realize

what it is to make big slipper profits.

There's a wide variety of designs for you to choose from in Arctic Cloths, Felts, Velvets, Satins, Leathers, etc. You would be well advised to

Place Your Orders EARLY

SIR H. W. TRICKETT, LIMITED

WATERFOOT, Near Manchester, England

Canadian Office: 16 Manchester Building, Toronto, Ontario

Manager, J. Stewart Ashworth

"KINGSBURY" "America's Beauty"



J. D. CAMPBELL
(Maritime Provinces)

Here are the men who will carry the most complete range of samples of the above lines of shoes for Fall that has ever left our factory.

Four of these men have been so long identified with KINGSBURY and AMERICA'S BEAUTY brands that they need no introduction to the trade. Mr. Taylor is also well-known personally in the field he will cover.



J. A. MALBOEUF
(City of Montreal)

There's a reason for the doubling of our factory space and facilities in the last year.

Did you ever stop to figure out what this means to you as a dealer?



GEO. H. TAYLOR
(Province of Ontario)

The New Member of Our Selling Family

Two things it must mean: First—a tremendous and ever-increasing demand for KINGSBURY and AMERICA'S BEAUTY brands—a guarantee against "shelf-warmers."

Second—An assurance of prompt delivery and more expert shoemaking than ever.



A. J. PINN SONNAULT
(Province of Quebec)

Watch for our representative in your territory. He has a line of samples that is sure to increase your Fall business, if you order. Give him full opportunity to show you how and why.



W. E. SHORT
(Manitoba, Alberta, Saskatchewan, British Columbia)

(Assisted by R. G. PERCIVAL)

Kingsbury Footwear Co. Limited

Specialists in Ladies' Footwear

Montreal

Here are three of the samples of
“KINGSBURY” and
“America’s Beauty”

Shoes that our representatives will show you---and they are picked at random from hundreds of shoes just as “chic” and just as sure to bring you new business for Fall, while retaining the old.

Kingsbury Shoes have always been known as great “repeaters,”---and “shelf-warmers,” are unknown in our big range.



No. 438
 Ritz Pump, Colt Vamp Bro-
 caded Quarter, Spanish
 Heel. No. 44 Last.



Five Button Oxford, Fancy Fox-
 ing, short effect, high toe,
 12/8 Cuban Heel (in gun
 metal and tan calf, also
 nubuck in different
 colors.)

This is the experience of hundreds of Canadian shoe dealers. Are you one of the lucky ones? If not, watch for our traveler, and link up with the Kingsbury line and sure profits.



No. 519—Pat. Colt Vamp.
 Brocaded Quarter, Spanish
 Heel. No. 49 Last.

Kingsbury Footwear Co.
 Limited

Specialists in Ladies’ Footwear

Montreal

J. E. DUPRE

A. BAILLARGEON

THE MONTREAL BOX TOE CO.

ESTABLISHED 1904

MANUFACTURERS OF HIGH GRADE

Box Toes and Heels

OF ALL KINDS

321 AIRD AVE.

MAISONNEUVE - - - MONTREAL

**McKAY
SEWN
SHOES**

FOR

**WOMEN, MISSES
AND CHILDREN**Shoes that have Style and Finish
—at the right price for the jobbers,
who are invited to see samples.

"La Duchesse" Shoe Co.

REGISTERED

"Successors to B. Vaillancourt"
40 Grothe St., 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**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.

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**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, isOPEN TO REFERENCE BOOK SUBSCRIBERS
Subscription and Collection Rates on Application

Over Seventy Years Record of Efficiency

READ THE

**Shoe and Leather
Journal****24 issues in a year for \$1.00**It is filled with bright helpful pointers
for Retailers**ACTON PUBLISHING CO., LIMITED**
MONTREAL TORONTO

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

THE DOMINION LINE
 FINE FITTING FELT OOTWEAR
 for 1914 includes a choice assortment of felt shoes and slippers excelling in Style, Fit and High-grade Workmanship. You should see it. Not connected with any trust or combine.
Dominion Shoe & Slipper Co.
 BERLIN - - ONT.



Satisfaction Guaranteed
 by factories using
Ullathorne's
 ENGLISH-MADE
Shoe Thread
Stocked by all Wholesale Dealers
 The Original HEEL BALL Manufacturers



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

D. & F. Quality
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




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
 Ontario Sales Agent: W. J. BAGGS, 683 Shaw St., 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
 Ontario Sales Agent: W. J. BAGGS, 683 Shaw St., Toronto



No. 201
 Made in nickle plated brass. Telescope to open up from 15 to 27 inches high. Price \$24.00 a dozen. Same stand 12 x 15 inches high, stationary. \$18.00.
 P.S.—These stands are the same or even better than you have been in the habit of paying more for—our being the actual manufacturers, selling direct to the public, accounts for the low price.
 No. 101
 Correct angle for holding shoe in any desired position. Made in nickle plated brass in 3, 5 and 7 inch heights. Price \$3.00 a dozen. Any size.
 See large advertisement—pages 20 and 21—February 2nd edition Shoe and Leather Journal.
The Showall Window Fitting Co'y
 67 William Street, Brantford



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Showing box of 72 pair cartons, one gross laces



Note the Beauty of the Display Carton and of the individually sealed packages in which each pair is enclosed.
 C. 57 Gents' in 4/4 and 5/4 lengths. C. 56 Ladies' in 5/4 and 6/4 lengths.
 There are other good laces but none so good.

The "Orient" is British-made by
BROUGH, NICHOLSON & HALL, LIMITED
 at Leek, Staffordshire, England
 (City Offices and Warerooms, 112 Wood St., London, E.C.)
 Sole Canadian Agent:

E. W. McMARTIN
 READ BUILDING, 45 ST. ALEXANDER ST., MONTREAL
 Phone Main 2371
 20 WELLINGTON ST. WEST - - - TORONTO
 Phone Main 2994

ORIENT SHOE LACES

THIS is the only line of shoe laces made of which it may be truthfully claimed that they will outwear the boots they lace up. The Orient is a soft, silk finish cotton lace.

Good to look at and good to wear

It is so well tagged that we guarantee the tags will never pull off. And here's one of the strongest selling points that any lace can have—the Orient always stays tied, even when new. The reason is its soft, strong, supple finish.

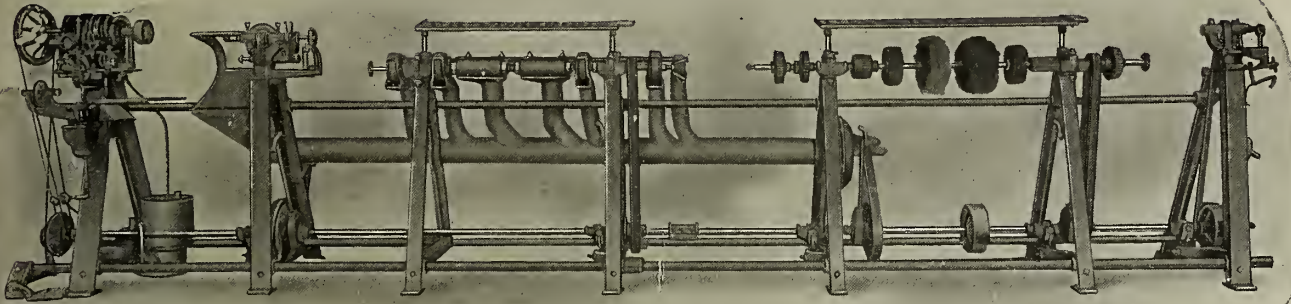
Both Black and Tan Always in Stock

Mail us your order. They sell at 10 cents a pair, yielding you a handsome profit while giving absolute assurance of perfect satisfaction to every customer.



This shows a single pair carton sealed at each end by small Union Jack

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



MINER MEANS MERIT

Fall Models of Miner Rubbers are Ready

and in the salesmen's trunks—on the way to show you higher style and merchandising values than ever.

That's "going some" when you consider that

Miner Rubbers Have Always Held the Front Rank

since they were first placed on the market. If we were not continually increasing our great volume of production, we could not keep on surpassing our already exceptional values.

In the big Miner Range there is

A Style to Meet Every Taste at Prices to Suit Every Pocket

Join the host of Miner dealers who are handling this nationally popular brand of rubbers, and have the *Miner Service* and *Guarantee* at your back.

PROMPT SHIPMENT OF ALL EARLY ORDERS
PLACED GUARANTEED.

The Miner Rubber Company, Limited

GRANBY : MONTREAL : TORONTO : QUEBEC : OTTAWA

LIST OF SELLING AGENTS

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| Coates, Burns & Wanless | London, Ont. |
| Dowling & Creelman | Brandon, Man. |
| R. B. Griffith & Co. | Hamilton, Ont. |
| J. M. Humphrey & Co. | St. John, N.B. |
| J. M. Humphrey & Co. | Sydney, C.B. |
| Jackson and Savage, Limited | 78 St. Peter St., Montreal, Que. |
| The Wm. A. Marsh Co., Western, Limited, 72 Princess St., Winnipeg, Man. | |
| The Miner Rubber Co., Limited | 225 Queen St., Ottawa, Ont. |
| The Miner Rubber Co., Limited | 21 Notre Dame St., Quebec, Que. |
| The Miner Rubber Co., Limited, 146 Wellington St. West, Toronto, Ont. | |
| The Miner Rubber Co., Limited | 72 St. Peter St., Montreal, Que. |

THE SHOE & LEATHER JOURNAL



WOMAN'S PATENT BUTTON, TAN
CLOTH QUARTERS, PLAIN RECEDING
TOE, CUBAN-LOUIS HEEL

Kant Krack

Dainty Mode



The
**BIG
FOUR**



Wear-Resisting Rubbers

NO weak spots or flaws are allowed to creep into the construction of "KANT KRACK," "DAINTY MODE," "ROYAL" and "BULL DOG" brands of rubbers. These brands carry their own significance to the retailer who is building his business on a quality foundation. They are synonymous with all that's best in rubber footwear.

Why pay exorbitant prices for inferior brands, when you can link up with a line of Rubber Footwear with a proven reputation, and for which there is an **assured demand**?

FALL SAMPLES NOW BEING SHOWN.

JAMES ROBINSON

182-186 McGill Street

MONTREAL





W. G. DOWNING, LIMITED
announce that their
FALL STYLES FOR 1914

are now ready for the inspection of the trade. Salesmen are in their respective territories with a complete range of samples. The Fall line is, without a doubt, one of the most attractive and comprehensive ranges ever placed before Western merchants, and comprises a

**Big assortment of Staples in Standard
Screw and Goodyear Welt Work**

Before making your selections for FALL or your immediate requirements, you would be well advised to inspect this line. A "Downing" salesman will be with you at any time now. Be sure and give his samples the careful inspection they merit.

PROMPT SHIPMENTS GUARANTEED

W. G. DOWNING, LIMITED

Manufacturers and Wholesale Distributors of Boots and Shoes

REGINA, SASK.

\$5.00 Calf Welts For Men —a brand new line



- ☞ We have never produced a line that will prove a better seller for the retailer, whether in city or town, than this one.
- ☞ Incorporated in it will be found the latest ideas in the most up-to-date lines of American footwear.
- ☞ Manufactured in Gun Metal and Velour Calf, Tan and Mahogany, Brown Calf and Patent Calf.
- ☞ Just the shoe for the discriminating buyer, sometimes classified as "crank." It will catch his eye at once.
- ☞ Watch for our representative.



Ames-Holden-McCready

Limited

Agents for

Granby, Maple Leaf and Anchor Rubbers

MONTREAL ST. JOHN TORONTO WINNIPEG
CALGARY EDMONTON VANCOUVER

Our revised price list on rubber footwear makes interesting reading. Write for it TO-DAY.

The
VIRGINIA
SHOE

*in some of
the new, at-
tractive de-
signs for
Fall 1914*



\$2.75

Velours Calf or Gun Metal, Dull Calf Top



\$2.75

Patent Button, Dull Calf Top, Recede Toe

*We Manufacture
Women's
Goodyear Welts
Exclusively*



*PERTH SHOE
CO., LIMITED*

Manufacturers

*PERTH
ONT.*

*A wide Range of
Snappy Lasts in
the One Quality
—the Best*



\$2.75

Patent Vamp, Buttoned, Cloth Quarters

*Salesmen are now
Showing Fall
Samples of this
Nationally
Popular Shoe.*

*You Owe it to
Yourself
to See them before
Placing
Your Order.*



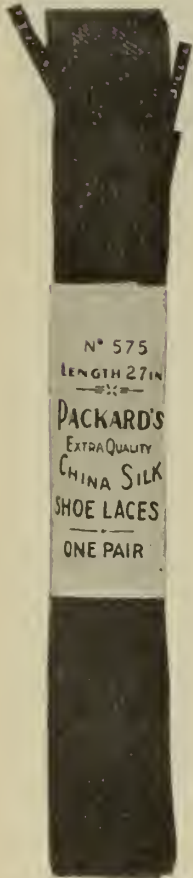
\$2.75

Women's Cloth Top, Pat. Button, Plain Toe

Do you keep a Findings Department?

If not, try it out for a month, appoint a clerk as manager. Watch the Results—if properly run this department often Pays the Rent and Lighting Bills of the Entire Store.

We are headquarters for FINDINGS. All the latest Novelties in TANGO BUCKLES, Colored Bows, Shoe Polishes, Shoe Laces, etc., can be purchased from us.



LACES IN SILK, COTTON, LEATHER, MOHAIR, ETC.



POLISHES OF ALL KINDS.



RIDING LEGGINGS CHAUFFEUR LEGGINGS

In Genuine Pig,
Black and Tan

also in

Smooth Cow, Black and Tan.

Try our New Shoe Polish
"IT"

Retails for 10c.

Send for a sample dozen of "IT."



COMFORT
BUNION PROTECTORS



Canadian Agents for
**O'SULLIVAN'S
RUBBER HEELS**

SEND FOR
OUR BIG CATALOGUE

L. H. PACKARD & CO., LIMITED
Shoe Store Supplies - - MONTREAL



If we could only take every shoe dealer in Canada on an individual tour of inspection through our sample room, he would realize, as we do, that the shoes shown below are but two of a large number of Fall samples in both Men's and Women's lines that approach perfection as nearly as possible.

And every shoe ordered will be fully up to sample in every way. This is characteristic of every Bell shoe

Wait for our representative in your territory



A natty design in Patent Colt—Top in Scotch Plaid



Our very latest in Brown Tan Calf, also in Willow Tan and Brown Calf

The Acme of Merchandizing Value— The “DOCTORS” Shoe



VALUE, as represented by “Doctors” Shoe, is the best that money can buy. It is sturdily built, yet its peculiar style gives such a pleasing effect, that it satisfies the tastes of the most immaculate dresser.

It is thoroughly waterproof, and the man who exacts hard wear out of his shoes, cannot fail to be pleased at the excellent service it gives.

It is an ideal shoe for Fall Selling. Its reputation as a speedy seller and sure profit-getter, will stand you in good stead next Fall.

If your jobber’s salesman hasn’t called on you yet—wait for him. He’ll show you how it would be to your advantage to sell the “Doctors” Shoe.

The Tebbutt Shoe & Leather Co.

Limited

THREE RIVERS

QUEBEC

HARTT ♥ ♥ SHOES



Men's Tan Bal.,
Rubber Sole and
Heel, Blind Eye-
lets, Medium
Recede Toe.

A New One from the Hartt Line

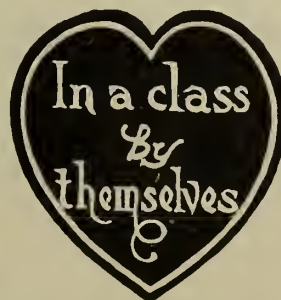
The merchant who handles The Hartt Shoe can rest assured that he has the most distinctive line of exclusive patterns manufactured in Canada. See our new Fall Styles.

The Hartt Boot & Shoe Co.

Limited

"Canada's Best Shoemakers"

FREDERICTON, N.B.



YOUR



USMC



**GUARANTEE
FOR QUALITY**

**UNITED SHOE MACHINERY COMPANY
OF CANADA**

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

APRIL, MAY AND JUNE

ARE THE MONTHS WHEN YOU
HAVE THE BIGGEST CALL FOR

Light City Rubbers



EXAMINE YOUR STOCK OF
DOMINION



SPECIALTIES

AND SEND US YOUR SORTING ORDER



Canadian Consolidated Rubber Co.
Limited

MONTREAL

28 Branches Throughout Canada

The Profit Possibilities

of the "Classic" Line of Women's and Misses' Popular Priced Shoes cannot be over-estimated.



The Shoes Fit
the Feet



The Prices Suit
the Pocket

Women's Welts and Turns, \$3.00 up
McKays, \$2.50 up

You would be well advised to see
"Classic" samples for Fall 1914
before placing your orders.

Wait for the "Classic" salesman

GETTY & SCOTT, Limited

Makers of the "Classic" Shoe

GALT

-

-

-

ONTARIO

Give The Kiddies Comfort

A Well-Made Shoe is the
"Classic" for Children

IF you have found it difficult in the past to satisfy the kiddies' demand for comfort, the "CLASSIC" line of Children's Footwear will be of special interest to you. And this feature of COMFORT is so attractively combined with DURABILITY and LOW PRICE, that our line is deservedly recognized as the



**Cheapest and Best
Children's Shoe
on the Continent**



We don't want you to merely take our word for it, but we *do* want you to see our Fall samples and to compare them with any other line of Children's Shoes you've ever seen.

A fair comparison, we are convinced, will result in your placing your orders with us.



GETTY & SCOTT, Limited

Makers of the "Classic" Shoe

GALT

ONTARIO

Kant Krack Dainty Mode

RUBBERS

You Know the Kind of Service an Automobile Tire Gives---

How great are its wear resisting qualities—that's the kind of service embodied in the three famous brands of boots and lumbermen's—"Kant Krack," "Royal" and "Bull Dog."

By a Special New Process

these higher grade rubbers are vulcanized under pressure the same as an automobile tire. The component parts are thus brought together into one solid mass, thereby preventing porosity or blisters.

This new phase of manufacture, further demonstrates the marked superiority of these deservedly popular brands. That they cost no more than inferior makes, is but one of the many inducements for you to include them in your Fall rubber orders.

Ask your jobber's salesman to show you samples.

Manufactured by

**The Independent Rubber Co.
Limited**

MERRITTON

ONTARIO



Independent Rubber Co. Brands are carried in stock and sold by

The Amherst Boot & Shoe Co., Ltd., Amherst, N.S.
 The Amherst Central Shoe Co., Ltd., Regina, Sask.
 A. W. Ault Co., Limited - - - Ottawa, Ont.
 Garside & White - - - Toronto, Ont.
 Kilgour, Rimer Co., Limited - - - Winnipeg, Man.
 The J. Leckie Co., Limited - - - Vancouver, B.C.
 The London Shoe Co., Limited - - - London, Ont.
 McLaren & Dallas - - - Toronto, Ont.
 James Robinson, - - - Montreal, Que.



Spruce up your Men's Department with the "Monarch," "Brandon" and "Dr. Brandon" Shoes



"TANGO"

BECAUSE they are consistently stylish, give excellent value to the wearer and a right profit to the dealer. Our long-established policy of giving the best values in wearing qualities, combined with the latest lasts and patterns, has resulted in a growing demand for "Monarch" and "Brandon" Shoes.

Our factory space has recently been doubled to care for the constantly increasing demand.

Our new line contains all the styles and effects most called for.

Be sure to see the samples. You'll like them.

We absolutely guarantee all
 rush orders to be filled within
 21 days

By taking advantage of this, you get the latest styles—"Fresh from the hands of the shoemakers"—real goods with values behind make and hold trade.

If you are not fully satisfied with your present profit, why not investigate our proposition? It will cost you nothing and will mean more profits for you. See our Fall line for 1914.

A postal will bring a "Brandon" salesman,
 or samples by express.

Brandon Shoe Co., Limited

Manufacturers of
 "MONARCH," "BRANDON" and "DR. BRANDON" Shoes

BRANTFORD, CANADA



"STAG"



Survival Value

What is it? Survival Value is the lasting prestige added to all footwear by the affixing of the **Union Stamp**—it is the surviving standard because:—

- 1st It is a guarantee of honest footwear, made under the best conditions.
- 2nd It is a pledge of expert workmanship.
- 3rd It is the pass-word which opens the sales doors to Union Men everywhere.
- 4th After the other inducements have all been recited, the conclusive and finishing argument is the **UNION STAMP**.

Every shoe bearing the **Union Stamp** retains a sales value of long duration, for no shoe bears the stamp unless it has been produced under the proper conditions and represents honest value.

For mutual profits, better and bigger business, insist upon the official stamp of the **Boot and Shoe Workers' Union**—the only guarantee of Union Footwear.

Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street

BOSTON - - MASSACHUSETTS

JOHN F. TOBIN
General President

CHAS. L. BAINE
Gen. Sec. Treasurer



Canadians in Boston

During the week of July 8-15, 1914, are sure to meet a great many of their English trade connections besides a great many of their Canadian and American friends in the trade.

SEVENTH NATIONAL Shoe and Leather Market-Fair

*FOR
ONE
WEEK*



*JULY
8-15
1914*

Mechanics Building, Boston, Mass.

Will be the headquarters for the Shoe and Leather Trade of the world. The Fair is to be larger and better than ever before and you certainly should be there.

AS AN EXHIBITOR

You can obtain good spaces at \$125 to \$288, all equipped. You will meet hundreds of interested buyers and sellers of shoes, leather, machinery and supplies.

AS A VISITOR

You can meet more trade friends, see more new ideas for making progress along shoe and leather lines, than would be possible in any other way and at a great saving of time and money.

PLAN TO VISIT BOSTON

Arrange your affairs so that your trip to Boston during this one week in July will be an assured fact. If you will consider making an exhibit there write us for latest diagrams of spaces, rates and details about the CANADIAN SECTION and CANADIAN DAY.

Jacobsen Publishing Co. - Managers

No. 183 ESSEX STREET, BOSTON, MASS., U.S.A.

Publishers of "Hide and Leather"

Chicago—136 W. Lake Street

New York—No. 2 Stone Street

Philadelphia—415 Arch Street



Look out for the “MURRAY MAN”

He'll only be too glad to show you how it would be to your advantage to sell the **DERBY**, the **MURRAY-MADE** and the **CLEO** Shoes.

He's on his way to you with a complete range of Fall samples, embodying all the newest styles and exemplifying the expert workmanship characteristic of our make.

FALL FAVORITES

| | |
|-----------------------|-------------|
| Derby Shoe | } For Men |
| “Built up to Quality” | |
| Murray-Made Shoe | |
| “Without a Fault” | } For Women |
| Cleo Shoe— | |

The FALL LINE Contains Some Unusually Big Values

and is, without doubt, the biggest and most comprehensive we have ever offered the trade.

As our salesmen cannot see you all at once, it would pay you to wait before placing your orders.

To ensure an early call drop us a postal and we'll have one of our men see you without further delay.



The Murray Shoe Co., Limited

LONDON, ONTARIO

Montreal Branch—FRANK J. McKENNA, Sole Agent
Read Building, St. Alexander and Jarvis Streets

ENGLISH FOOTBALL BOOTS

Now in stock for immediate delivery

| | | | | | |
|----------|----------------------------------|---|---|-----------------|--------|
| No. 990. | Men's Black Grain Football Boots | - | - | - | \$2.10 |
| " 991. | " Pearl Chrome | " | " | - | 1.85 |
| " 992. | " White Canvas | " | " | Leather trimmed | 1.50 |
| " 993. | " Tan Chrome | " | " | - | 2.25 |
| " 994. | Boys' White Canvas | " | " | Leather trimmed | 1.25 |

These goods are made by the best Football Boot makers in England.

Have the regulation Studs and Kicking Cleats.

All Solid Leather Hard Box Toes.

*Orders by mail or through our travelers
will receive prompt attention.*

GARSDIE & WHITE

48 York Street

Toronto, Ont.



Scholl's Foot-Eazer

A practical, scientific appliance that instantly and permanently relieves tired, aching feet, weak ankles and other troubles caused by structural weaknesses of the feet. It is anatomically designed, and the self-adjusting, double-sliding spring feature supports the arch in nature-like, easy manner—gives a natural elasticity and springiness to the step—correctly relieves the foot muscles of all strain, and gives absolute rest to the muscles and nerves. It is adjustable to all feet and can be worn in any shoe unnoticeably or changed from one pair to another instantly.

Retail price, \$2.00 a pair

Up-to-date Shoe Dealers carry them.

THE SCHOLL MFG. CO. CHICAGO

Branch Offices: New York, Toronto, London, E. C.



Write for Free Booklet

"Scientific
Corrections
for Ailments
of the Feet."

Get all the information
about the
SCHOLL LINE
of
Foot Appliances
and Specialties.

It'll be worth your
while.

CATCHY STYLES IN STOCK

The Prices are Right—So are the Shoes



STYLE No. 952

Black Cloth Whole Quarter, Mat Vici Vamp, Turn Sole, Spanish Heel, Iris Last.

Price, \$2.85



STYLE No. 709

Patent Colonial Pump, Light Weight Welt Sole, Spanish Heel, Eden Last.

Price, \$2.50



Style No. 953. Black Cloth Top, Patent Whole Fox Vamp, medium turn sole on new Iris Last. Price \$3.00



STYLE No. 950

Black Satin De Lane Top, Patent Vamp, Light Welt Sole, Button Boot with Leather Kidney Heel, Plaza Last. No. 951 same as 950, but with Gun Metal Vamp, Mat Calf Top. Price on either boot, \$2.75



STYLE No. 706

Patent Colonial Pump, Turn, Spool Heel, Eden Last.

Price, \$2.50



STYLE No. 939

Black Cravanette Top, Patent Vamp, Button, Light Welt, Cuban Heel, Plaza Last.

Price of above boot, \$2.60

Terms: 4 Per Cent. 10 days

3 Per Cent. 30 days

Net 60 days

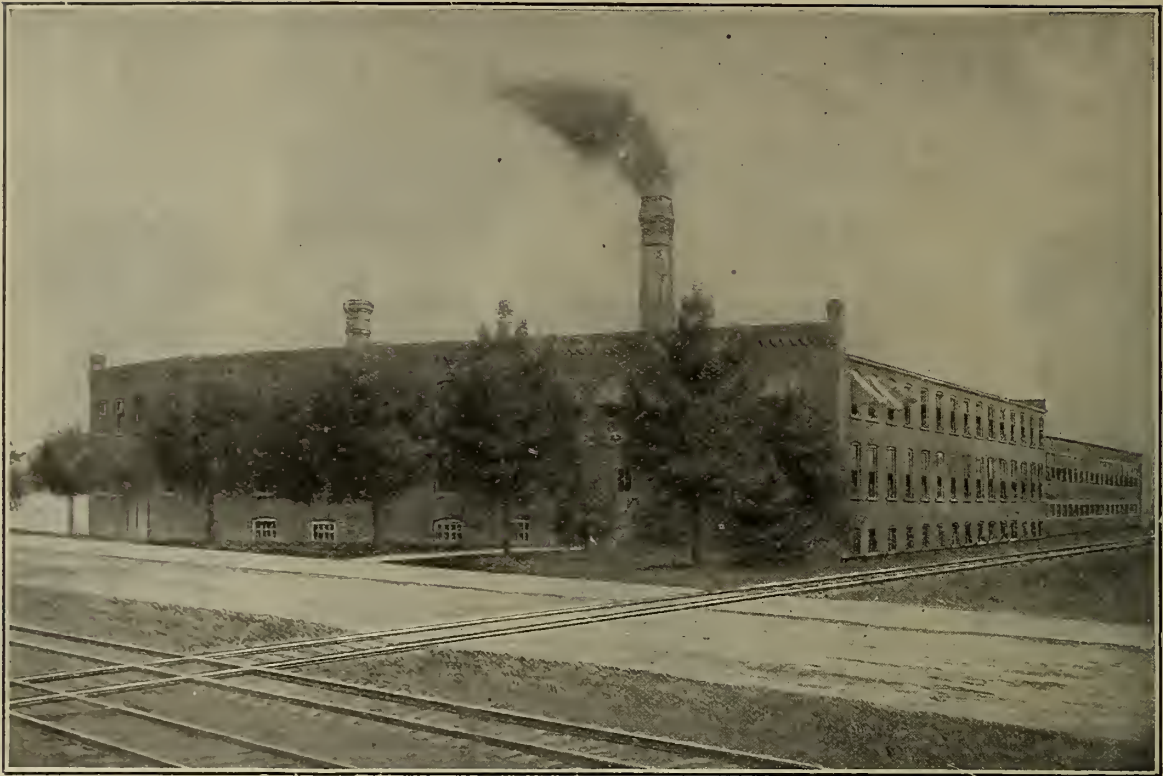
SHIPPED IN PLAIN WHITE CARTONS

Moore-Shafer Shoe Mfg. Co.

Brockport, New York, U.S.A.

(30 Minutes from Rochester)

L. B. SHAFER—Canadian Salesman



Factory of Williams Shoe Limited, Brampton, Ontario, Where the Solid Leather Shoes Are Made.
50,000 feet floor space. 175 employes.

JOHN McMURCHY, President

T. H. SHIELDS, Vice-President

S. L. MULLETT, Managing Director

Other Directors:—

W. W. WOODS

T. THAUBURN

C. M. McCOLLUM

T. STEDMAN (Winnipeg)

F. EARLY

Mr. G. L. Williams has been retained as superintendent of the manufacturing department.

Under this New, Capable Management

the nation-wide reputation achieved by Williams Shoes, will be more than upheld. New vim has not only been introduced into the executive force, but every department of the Williams factory has been overhauled, insuring an all-round increase in efficiency.

The Line That Made Brampton Famous

is a particularly strong one for next Fall. Many new, appealing lasts have been added, and the whole line presents the strongest and most comprehensive range of solid leather shoes, ever produced in the Williams factory.

WILLIAMS SHOE LIMITED
Brampton, Ontario

These men will carry Fall Samples of Williams Shoes from Coast to Coast



W. H. SEMPLE, Maritime Provinces.



M. E. HUNTER
N. E. Ontario and W. Quebec



JACK BIRSS, Northern Ontario



TOM STEDMAN
of Western Shoe Distributing Co.

**WILLIAMS
SHOE
LIMITED**
Brampton, Ont.



H. BRUNDLE, Western Ontario



GIDEON KNECHTEL
Niagara and Peninsula



O. J. KILLAM, Maritime Provinces



JIM BIRSS, Eastern Ontario

**NO DIAMOND
TRADE MARK
NO FAST COLOR**



**NO DIAMOND  TRADE MARK
No Fast Color**

Get this fact firmly fixed in your mind. It may be the means of saving you considerable annoyance and inconvenience; for, if you will insist that the diamond trade mark shall appear on the surface of the eyelets in the shoes you order, you will be entirely free from any complaints regarding "Brassy" eyelets. Fast Color Eyelets are the only kind that cannot wear "Brassy." They enhance the good appearance of shoes more than any other accessory used in their manufacture; and, made as they are, with celluloid tops of solid color, they do not grow old but retain their bright, new appearance long after the shoes are worn out.

The diamond trademark is a sure cure for all eyelet troubles. Only the genuine Fast Color Eyelets have it.

United Shoe Machinery Company
of Canada
MONTREAL, QUE.

122 Adelaide St. W., Toronto 492 St. Valier St., Quebec



REASONS WHY

you should install a

Gritzner Hand Soling Sewing Machine

- ☞ It is the cheapest and most efficient machine for its purpose on the market.
- ☞ Will enable your repairer to sole a pair of boots in five minutes.
- ☞ Simply operated. Always ready for use.
- ☞ Enables you to turn out more and better work thus increasing your business and profits.
- ☞ Costs only \$85.00 net spot cash or \$25 cash and \$10 monthly instalments, making a total of \$95.00.

Explanatory literature sent upon request.

AGENTS FOR CANADA

C. PARSONS & SONS, LIMITED

Leather Findings

79 Front St. E., TORONTO



A Splendid Colonial

Either for out-door summer wear or for a dressy house pump in the Fall. We are selling thousands of pairs of these pumps both through placing and sorting orders.

A placing order always means one or more sorting orders every season—a characteristic of McDermott Shoes.

Watch For Our Traveler

McDERMOTT SHOE CO.

Women's Shoe Specialists

MONTREAL



Women's Patent Leather, long, receding plain toe, black cravenette top, kidney heel.

The Prevailing Fall Styles of Women's Fine Footwear

are embodied in our line for 1914. We manufacture a wide range of exclusive women's footwear. The designs are nifty and up-to-date; the values they represent are unsurpassed anywhere.

Don't fail to see Fall samples. A "Relindo" salesman will be calling on you at any time now with a complete range.



Women's Patent Button, long receding plain toe, brocaded broadcloth quarters, Cuban-Louis heel.

The Relindo Shoe Co.

126 Wellington St. W., Toronto

"Altera" Embossing Machine

built by the

MOENUS MACHINE COMPANY, Frankfurt a.M., Germany

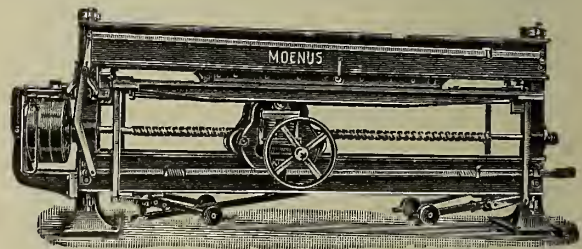
Another testimonial that
speaks volumes.

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.



DAME FASHION HAS SET THE SEAL OF APPROVAL ON SHOE ornaments for street wear. You'll find in our line just the kind of exclusive designs that the people want.

A big range at prices from 25c. to \$1.50. Rhinestones or plain.

A \$5.00 order is all that is needed to convince you.

Samples will be sent upon request.

Get them from your supply house or direct.

THE SMITH-D'ENTREMONT CO., LIMITED
 Exclusive Canadian Manufacturers of S-D Shoe Buckles
 1475-77 QUEEN STREET WEST TORONTO

URUS CALF
REGISTERED

OUR  MADE
 LATEST TANNAGE FROM
 SELECTED HIDES

Tanned by the Very Best Methods and meets the existing demands for a Soft and Mellow Leather, combined with a Tough Fibre. URUS CALF is filled with a Pitch and is as near Waterproof as it is possible to make Leather.

BUY a PAIR and be CONVINCED

✱

NONE GENUINE EXCEPT
 MADE BY

Valentine & Martin
 Waterloo, Ont.

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

F. G. CLARKE, President
 C. E. CLARKE, Vice-President and Treasurer
 Established 1852

Manufacturers of
SHEEPSKINS
 Of all kinds

Our sheepskins have been the standard for quality and colors in Canada for over thirty years

Clarke & Clarke, Limited

General Offices & Works
 Christie Street, Toronto

City Office & Warehouse
 52 Bay Street, Toronto

BRANCHES
 137 McGill Street, Montreal
 G. S. HUBBELL, Agent
 553 St. Valier Street, Quebec
 RICHARD FRERES, Agent



¶ We are bulls on the Canadian Business outlook. The amount of immediate business we are enjoying compels us to be optimistic.

¶ We have never been busier than we are today. There's a reason why Astorias, Libertys, and Tecumsehs sell.

¶ Can you guess it ?

The Cook-FitzGerald Co. Limited

LONDON

Makers of Fine Shoes for Men

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. 5

TORONTO, APRIL 15, 1914

\$1.00 per Year — In —
Advance
Foreign Subscription, \$2.00

More Gossip on Tendencies in Fall Shoe Styles

Patent Leather Has Taken a Big Lead—French Effects Are Not Strongly Favored—The Modified Recede Toe Still Reigns in West—How Various Mediums View the Style Situation in General—An Analysis of Purchases

With this edition of the SHOE AND LEATHER JOURNAL the fourth and final Fall styles number is presented. In this and the three preceding issues much special information regarding the trend of footwear fashions for the coming Autumn has been furnished. The SHOE AND LEATHER JOURNAL was the first paper in America to tell what would be the leading offerings in Fall samples. This data was first given to the trade on March 2nd, whereas no other medium reached any of the factories, wholesalers or retailers in the Dominion until several days later. In the three special numbers over twenty pages of reading matter, relating to styles, were supplied and some forty-five illustrations of men's, women's and children's shoes representative of leading Canadian styles. Practically all the illustrations were made from drawings from original shoes by the art department of the SHOE AND LEATHER JOURNAL and high character and artistic ability were revealed in every line, curve, joint and stitch of the styles that were pictured.

The SHOE AND LEATHER JOURNAL has received many

expressions of appreciation from members of the trade from one end of Canada to the other with respect to the correctness of the information given and the interesting and comprehensive reports in reference to new toes, heels, leathers, lasts, trimmings, etc., that were furnished in detail. A Calgary shoe firm writing to this paper says: "Your publica-

tion reached us in ample time so that we knew exactly just what the travelers would present and in a measure were prepared to place our orders for certain styles. We cannot tell you how much the early data presented has helped us out. We find that you covered the ground thoroughly and you are certainly to be congratulated on the enterprise and progressive spirit displayed."

Regarding business, now that the Easter season is over,



WOMAN'S MAHOGANY NUBUCK, MEDIUM RECEDE TOE, CUBAN HEEL—THE MCDERMOTT SHOE CO.



GUN METAL BAL. RAW HIGH WELT, MEDIUM RECEDE TOE, SLIP SOLE, BLIND EYELETS—TETRAULT SHOE MFG. CO.

it is expected that trade will pick up generally and that the volume on regular lines will show a very gratifying advance over the previous three months of the year. Retailers who have been hanging back in the matter of placing orders for Fall footwear should not delay action any longer. It is pretty well known now what will be the leading sellers for next Fall and every buyer should take the time to intelligently and properly complete his purchases. Nothing is to be gained by holding aloof, and besides it places the manufacturer in an unfair position in that he is not able to turn out orders promptly and cannot give belated bookings that attention and supervision which all shipments should receive.

It is generally conceded that the styles this fall are not only decidedly attractive, snappy and artistic, but the freak

expressions of appreciation from members of the trade from one end of Canada to the other with respect to the correctness of the information given and the interesting and comprehensive reports in reference to new toes, heels, leathers, lasts, trimmings, etc., that were furnished in detail. A Calgary shoe firm writing to this paper says: "Your publica-



element has largely been eliminated. The spirit of conservatism plays a large part in the representative ranges of every leading establishment, and the style situation seems to be working into the hands of the retailer. He should take full advantage of the situation. An exchange points out that there is very little excuse for the dealer carrying other than reliable styles and the sort of shoes that will eventually make it possible for him to do away with a necessity for expensive and often ruinous cut price sales.

Popular Materials and Patterns

In the percentage of distribution in women's Fall goods The Shoeman makes the following interesting forecast, showing that patent leather has the call, the proportion being greater than all other leathers combined. Here is the table: Materials—Patent, 56 per cent.; black calf, 29 per cent.; tan calf, 4 per cent.; black kid, 9 per cent.; all others, 2 per cent. Patterns—Lace, 7 per cent.; whole quarter blucher, 3 per cent.; foxed blucher, 3 per cent.; button, eighty-seven per cent.

In men's shoes the probabilities are more clearly defined than in women's. As we have heretofore pointed out, the tendency is still strong toward the recede toes with low heels, the so-called custom effect. This extends down into the medium grades. The medium high round toe is undoubtedly still a very considerable factor, but the tendency is as above noted. Shoes with broad shank basis are prevalent more than ever.

The weight of soles in men's shoes has a tendency to become lighter, the single sole being a strong favorite.

The narrow square toe last is being shown extensively and will have some call as a feature proposition, but not in large volume.

Rubber sole styles for Fall will be shown a bit more than a year ago, although this feature is not being pushed as we believe it might be for Autumn selling.

Cloth tops in the better grades will see quite a bit of action for next Fall's selling.

The unperforated tip is not likely to prove a big seller, but will be bought in some small degree.

The Leading Modes in Women's

In women's footwear popular toe shapes are the narrow and medium recede, with here and there a round toe effect.

In the middle West and far West, according to The Shoeman's analysis, the medium round toe will still have a good call. The tendency in styles, which have been exemplified in the long recede, fairly narrow toes, is already showing some signs of a change and there are indications of the revival of the stage last, and while an attempt is being made to introduce the short vamp, square effect French last. Patent leather and fabrics are certainly leading, with whole quarters in vestings of various shades and weaves. The popular length of vamp is from three to three and a half inches, while on the stage last the average is from two and a half to two and three-quarter inches. It is the general belief that the medium high toe or the full round one is gradually disappearing, but in the moderate price trade and at certain centres in the West there is still a strong demand for this type of toe.

Light and Dainty Effects

As has been frequently noticed in these columns, soles are lighter in weight and a larger proportion of turns is seen this year than ever. This has had the effect of causing many welt shoes being finished on finer, lighter and airier lines. The variety in heels this year is one of the most pronounced characteristics in women's footgear. The Louis, kidney, and concave heel, both in leather and wood are being presented on nearly all the offerings. The average height is from one and a half to two and an eighth inches. Plain toes are still popular, and where tips are used they are generally unadorned and stitched with double and triple rows of stitching. Tops are cut about seven inches high and the number of buttons vary from eleven to fifteen, being generally of the plain, ordinary character, freak buttons having been eliminated. Among low cuts are seen strap effects and colonial designs, circular and seamless pump, with fabrics in a number of pleasing and popular combinations.

French Toes vs. the Long Vamp

"Lasts are not in great variety, save as to the continued demand in certain parts of the West for fairly stubby effects, favored according to location all the way from the high toe to the modified knob," says the Shoe Retailer. "But city trade has taken kindly to the long drawn out

(Continued on page 49)

How Often Should Shoe Clerk Change His Position?

Numerous Shifts Do Not Predispose An Employer in Favor of An Applicant—The Man With a Clean, Progressive Record and Steadfast Qualities Stands the Best Chance—Varied Experience is so Much Capital

By GEORGE W. BROCK

Does it pay a young man to change his position? How frequently should he make a shift? Is it best to remain with one firm for many years or to engage with several, thus rounding out and enlarging experience and insight and obtaining different viewpoints?

It is generally conceded that until a man is 22 or 23 years of age, it does not particularly tally against him to have already had three or four positions—in fact, many earnest young fellows resign, going from one shoe store to another, in order to find out the various ways of handling problems and to obtain fresh ideas on stockkeeping, window decora-

tion, store arrangement, clearing sales, proper fitting, efficient salesmanship and other matters. They make good use of the added experience and insight regarding it as so much capital, and are thus better qualified to take a step higher when the door of opportunity opens. It is well to be prepared so that when promotion comes one is ready for it. It was Abraham Lincoln who said, "I will study and get ready, and maybe my chance will come," and it did.

On the other hand, there are many men today in the shoe and leather business who change jobs almost as frequently as the weather during the month of April. If asked why



THEY ARE AN ALERT AND AGGRESSIVE LOOKING LOT

This group of "Classic" gentlemen will be readily recognized by most members of the shoe trade from one end of Canada to the other. The picture was taken recently before "the boys" set out on their Fall selling trip, with the finest and most attractive line of samples ever turned out by the company. In the assembly are the executive officers and traveling salesmen of Getty & Scott, Limited, of Galt, Ont.

In the upper row (standing) from left to right are Percy Waugh, who covers Western Ontario; Robert Haw-

ley, Eastern Ontario and Montreal; Stuart Anderson, Northern Ontario; W. A. Kearney, Quebec and the Maritime Provinces, and W. G. Fallen, Pacific Coast.

In the lower row from left to right are H. H. Gibbins, whose territory is Manitoba and Saskatchewan; C. H. Holmes, superintendent; F. S. Scott, president; Wm. Chamberlain, secretary-treasurer, and H. Lecky, who looks after Saskatchewan and Alberta. The salesmen have all got off to a good start and are sending in nice orders.

they have done so, they can scarcely give a good reason, and the pretext they put forth is that the change was not their fault, but was due solely to the deficiencies of the boss. Of course, there may be several valid reasons why a man may have been in a number of positions, even against his own will. A firm may have failed, gone out of business, closed up a department, sold out, or something of that character. But often, the move is brought about by a man being inefficient or shiftless, through his stepping aside because the boss has refused to give him more money or he has left the job just because he got in a tiff, was reprovved, could not pull with his associates, or fancied that everything and everybody were against him. Most of these conditions often arise in the imagination of the clerk and the fault has largely been with him and not with the boss. There is no doubt that to have changed positions too often, to have worked for too many firms, is a black mark against an applicant, rather than a notch in his favor. It looks as if such a one were here today and away tomorrow, and the natural supposition is that if he floats into one place and out again, he will float into another. The current of habit and disposition is strong and hard to stem. Stability and firmness count for a great deal. They, at least, establish the fact that a man has staying power and common sense. Perhaps he may not be as brilliant, have such genius, or be as spectacular as some other chap, but the toiler will get there in the end, by persistency, consistency and endurance.

Progressing Step by Step

"Yes," remarked a leading western shoeman, the other day, "When I get an application for a job from a fellow of, say, 30, who has had six or seven situations, some of which have been good ones, and he is asking for a minor position, I naturally conclude that there is something wrong. The chap I like to get hold of is one who has been in a certain position a long time—held it—and then been taken another step, and been advanced again. I know that such a salesman is one worth while—that he is made of the right stuff, and can be relied upon under all conditions. Then, when responsibility such as purchasing, managing or taking charge of some department is forced upon him, he has confidence in himself and you know by his record that he will make good. His work and worth are realizable assets. The same applies to a shoe traveler who has been with too many firms. The fault is not always with the goods, the territory covered, or with the house, it is just as apt to be with himself. Of course, now and then, a salesman strikes a tough proposition, dishonest product, a mean, under-hand boss, or an unreliable and despicable house, but on the whole, employers are just as courteous, efficient, progressive, and ambitious as the ordinary salesman. When a clerk talks about bosses not being appreciative or being short-sighted, cross-grained and mean, there are possibly just as many frailties with the clerk who shirks his work, is trifling and indifferent, and whose chief concern seems to be how he can pull through the day and how quickly the weekly pay envelope will come around."

Make Your Personality Felt

It has been said that "the rolling stone gathers no moss." There is a large measure of truth in this, but if "a stone" never rolled, it would be apt to become so covered with moss or, in other words, lack of initiation, originality and ideals, that it would lose its identity. Individuality, personality, shrewdness and capacity are only developed in the hard school of every day experience, and a few changes, especially at the inception of one's career, do not do any one harm. They tend to stir and develop all the latent qualities a man possesses, but, after a reasonable apprenticeship has been served, one is doubtful of the sticktoitiveness and serious purpose of an employe who has been associated with so many firms and held down a variety of jobs.

There may be exceptional cases, but on the law of aver-

age, or the great generality of experience and deduction, the man who holds what he has and seeks to acquire something better—not in a greedy, or grasping way, but in a sphere of greater scope, higher usefulness, wider insight and brighter prospects, is the one who is going to command the shoe situation in the future, the trade of the town in which he is located, or the confidence of the employer whom he serves. In a word, before changing be sure you are right and if convinced then go ahead. Use your brains, judgment and discriminating faculties and do not be carried away by a reckless spirit, a jealous disposition or a fever of unrest. Too much sail and not enough ballast has wrecked many a human barque on the great ocean of life.

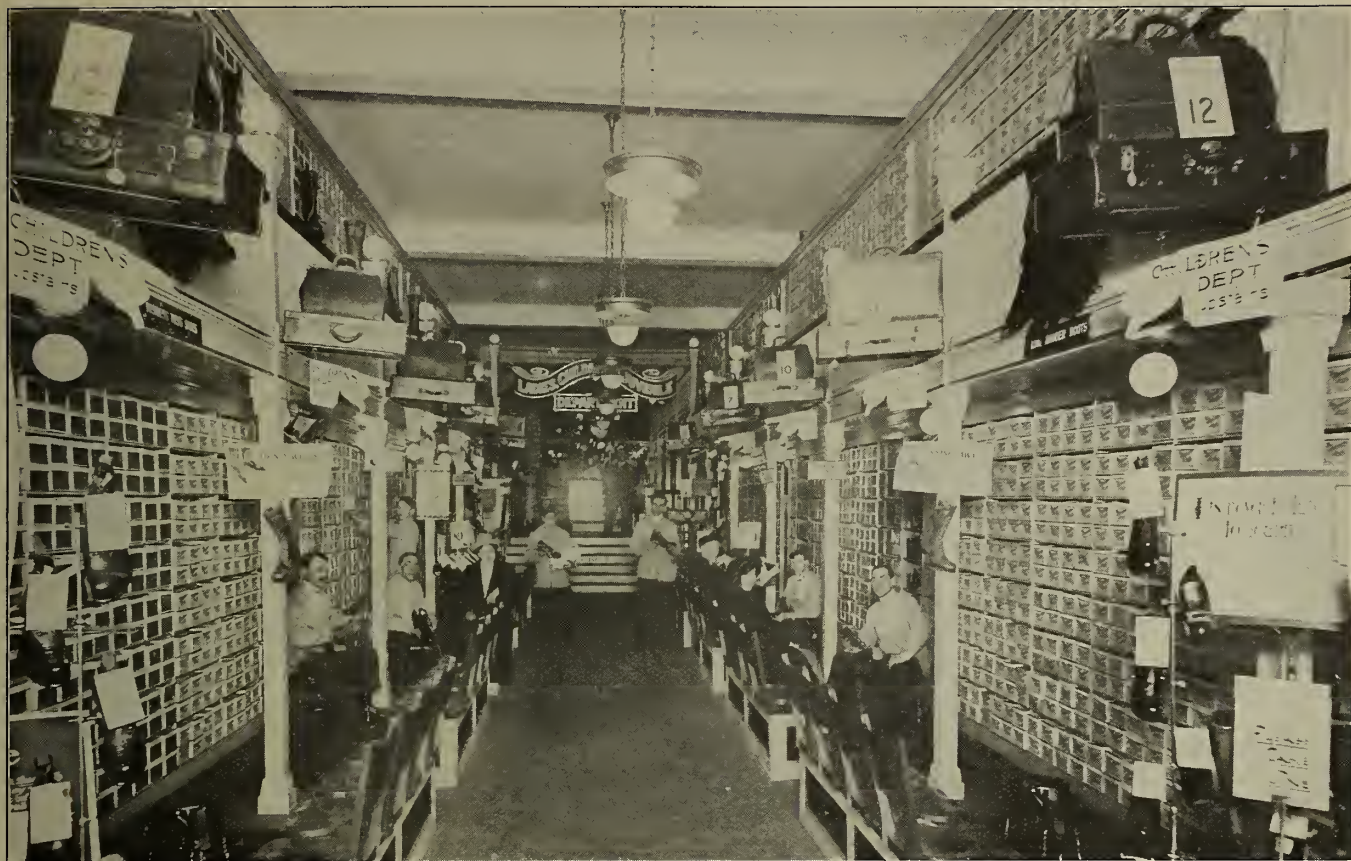
Honored in His Home Town

Fred. R. Foley, proprietor of the Parlor Shoe Store, Bowmanville, Ont., is now a "town father," having been recently elected a member of the council by acclamation. He takes the seat vacated by Mr. Barber, who has been appointed assessment commissioner. Mr. Foley, who is a progressive and energetic business man, was also recently chosen as first vice-president of the Retail Merchants' Association of Bowmanville, who held a successful banquet a few days ago at which E. M. Trowern, of Toronto, Dominion Secretary, and others, gave stirring addresses. Mr. Foley has been thirteen years in the shoe business in Bowmanville and during the past week conducted a live anniversary sale. He is a firm believer in the efficacy of printers' ink. In his announcement he made the following candid, straightforward assertion: "Every year at the end of March we plan a large stock clearing sale. To gain your attention we are not going to resort to exaggerated statements or to offer any of the time worn excuses that are made for announcing sales. We are not sacrificing our entire stock at a tremendous loss, nor are we selling our goods away below cost. But we have gone through our stock and have marked down at clearing-out prices a lot of odds and ends and remnants of lines that we are not re-ordering.

Speaking of his recent election as a councillor, the Bowmanville Statesman says: "Mr. Foley is one of Bowmanville's



most successful business men and should make a live-wire councillor. We hope more of the younger business men will follow the worthy example set by him in accepting public office."



MEN'S SECTION OF NEW STEDMAN STORE IN WINNIPEG LOOKING TOWARD WOMEN'S DEPARTMENT AT THE REAR

Business Getting Plans of Live Western Shoe House

The Spacious New Home of Stedman Shoe Co.—How Firm Minimizes Complaints of Customers—Publicity Methods That Capture Trade—The Wholesale End and Interior Features of Up-to-Date Establishment

A pair of pretty first size bootees for each baby born in Winnipeg and sent with the compliments of the firm.

Supplying neat envelopes for all factories for use in paying their employes on pay days.

All box labels printed in different shades of paper—white, for blucher; mauve, for button; salmon, for tans; gray, for oxfords, pumps, etc.

All male clerks wearing a special store jacket supplied by the firm, thus ensuring attractiveness and uniformity of dress.

A special department kept for repairs which are collected and sent home if desired.

Wrapping done by special wrapping clerk who attends to five separate wickets. Each clerk has his own special wicket and previous to taking a parcel to the wrapper, his first duty is to get his bills checked and make change at the cashier's desk.

Seating accommodation for over 360 persons, including about 150 seats for the little ones in the children's and boys' department. The men's department seats 110 and the women's 108.

Special notice sent out with different kinds of shoes. One notice is put in cartons containing patents, suedes, fabrics, etc., on which some advice is printed regarding the proper care of patent leather, telling how all shoes of the materials named should be treated with care, and stating that the customer is imposing on the retailer if he asks him to replace

patent leather shoes, suede or velvet, that have not been used right.

Another notice refers to shoes of very cheap manufacture, stating that the firm want to act right with their customers and give them the fullest value for every penny, but that it is unreasonable to hold them responsible for anything further than fair wear and tear in the cheaper grades of footwear, as the house sell these shoes for what they are.

The foregoing pointers, or methods are adopted by the Tom Stedman Shoe Co., Winnipeg, who have recently moved into their handsome new store, 296 Portage Ave., in the Somerset Building. The former place of business was at 719-721 Main St. That Tom Stedman, who is the man at the head of this aggressive shoe house possesses initiative and originality, has long been evidenced by references in the SHOE AND LEATHER JOURNAL and by the numerous patrons of his store. The new establishment, of which several illustrations are presented, is most complete and admirably arranged. The total floor space is about 4000 square feet, and the fittings are of enamelled white and gold around the store, while the mezzanine floor or balcony is done in cypress wood. The shelving is of the double carton size to a 16 foot ceiling and the interior is lighted with a brilliant Cincinnati indirect system, while the window fixtures are nickle plate, being supplied by the Curtis Ledger Fixture Co. of Chicago. Over the store is a handsome electric sign, which shines conspicuously at night.

On entering the premises the first department is the

men's and at the rear is the women's, both of which are spacious and well stocked with all kinds of footwear. The children's department is at the back.

Mr. Stedman keeps a staff of 18 men and women clerks and carries a large stock of traveling goods which lines are prominently displayed at various angles in the store. The Stedman Shoe Company hold the exclusive agency of many Canadian, American and English lines, and conduct both a retail and wholesale business, the latter being known as the Western Shoe Distributing Co., of which Tom Stedman is president, Mills C. Simpson, vice-president, and Bernard Stedman, secretary-treasurer.

Represents Eastern Firms

Tom Stedman is the western director of the newly organized Williams Shoe. Limited, of Brampton, and also has control of the western territory for the products of the Thompson Shoe Co., Montreal, the Aylmer Shoe Co. of Aylmer and the Cook-Fitzgerald Co., of London, for portions of Manitoba and Saskatchewan. A staff of travelers is kept continually on the ground, traveling from Fort William to the Pacific coast.

Coming from a family of shoemakers, Mr. Stedman was born in Liverpool in 1867, and worked in his father's shoe store until he attained his majority. He then took a position as chief salesman with the Wm. Reynolds Shoe Co., in a leading Liverpool store, and later, assumed the management of the place. Ambitious and energetic, it was not long before he bought the business. He branched out and soon had a chain of twelve stores in the Liverpool district. The exactions on his time, strength, and health became severe, and, owing to a physical breakdown, he decided to try the Canadian climate. About twelve years ago he left England, and coming with his wife and family, landed in Winnipeg. A side



EXTERIOR OF NEW STORE ON PORTAGE AVE.

light into the active disposition of the man is brought out in the fact that on the second day after his arrival in the Prairie capital, he started in the shoe game again by purchasing the H. J. Middleton business on Alexander Avenue. Two years later, he procured a bigger store on Logan Avenue and a couple of years after that, he acquired the Guest & Cox business on Main street from the hands of the trustees. Mr. Stedman is decidedly fond of hunting and fishing, being a

member of several clubs, and that he is regarded as a citizen of worth and responsibility is evidenced by the fact that he was selected as a member of the provincial Board of License Commissioners of Manitoba.

Mills C. Simpson, who is vice-president of the Stedman Shoe Co., and also of the Western Shoe Distributing Co., was born in Brandon, Man., where he was educated and his first job was with the Adams Shoe Co. in that city. After



CHILDREN'S DEPARTMENT LOOKING TOWARD WRAPPING DESK

spending ten years with them, his services were rewarded by an interest in the business which he sold out five years ago in order to join Mr. Stedman. Mr. Simpson is also an enthusiastic lover of sports, and is very fond of fishing and cycling.

Nearly every shoeman has experienced much annoyance and unpleasantness at times owing to the nerve and effrontery of some people returning shoes and asking for new pairs after they have received the full worth and wear for their money. Of course, some complaints are justified, and are readily met by the retailer, but in many instances, patrons seek to impose upon the dealer, and it seems to afford them a lot of gratification to scold and grumble.

The Notices Serve Good Purpose

Now, perhaps, it would be all right for a shoeman to hand out a new pair if he could get redress from the manufacturer, but as this is impossible, he must exercise a certain amount of backbone. The best way to check these complaints is to forestall them, or in other words, to meet them before they come to a climax. With this object in view, the Stedman Shoe Co., have had two notices printed, which are as follows:

NO SHOE-FIRM IN CANADA CAN BE MORE HONEST WITH THEIR CUSTOMERS THAN US

We try to do the right thing to everyone and to give the fullest value for every penny spent with us.

In shoes of cheaper grades a cheaper class of material must necessarily be used, and we cannot accept any responsibility whatever for unfair treatment in shoes coming under this class.

IT IS UNREASONABLE to expect us to be responsible for anything further than fair wear and tear in cheaper grades of shoes. We sell them FOR WHAT THEY ARE, and the customer in buying them must understand that we have no redress whatever from the manufacturers should the shoes prove faulty.

No. 1—This refers to shoes of cheap manufacture.

THESE SHOES MUST BE TREATED WITH CARE

Patent Leathers should be warmed before being put on. On very cold days new PATENT SHOES had best not be worn. We cannot guarantee them against peeling or surface cracking.

ALL PATENT LEATHER is merely a Japan Coating and is highly sensitive to abuse or cold. **JUST STOP TO THINK OF THIS.**

IT WILL BE STRANGE INDEED if patent shoes **DO NOT CRACK** if they are left in a cold room and are put on without warming.

SUEDES, VELVET AND FABRIC SHOES are not guaranteed, and we cannot be responsible for broken-button pieces where rough treatment has been displayed.

YOU ARE IMPOSING on your retailer if you ask him to replace cracked patent leather shoes or suede or velvet shoes that have not been used right. He has no redress from the manufacturer—just as the manufacturer has no redress from the leatherman.

No. 2—This refers to patent, velvet and fabric shoes.

Since the Company have inserted the leaflets in cartons they report that they have not had half the little faulty complaints which they used to have, and are doing a bigger retail business than ever. In the above notice, referring to patent, velvet and fabric shoes, the SHOE AND LEATHER JOURNAL is of the opinion that, while the spirit and intention are all right, it would have been just as well if the following clause had been eliminated. "You are imposing on your retailer if you ask him to replace cracked patent leather shoes or suede or velvet shoes that have not been used right. He has no redress from the manufacturer just as the manufacturer has no redress from the leather man." The other references are sufficiently explicit and instructive without the latter being added, as it jars a little on the customer. Of course, you have to give some people a jolt or a mighty big shove before they



MESSRS. STEDMAN AND SIMPSON AT WORK IN OFFICE

will take a tumble. The majority are not so dense but that they can see a point without it being driven home too hard. However, no great harm is done, and it may make some people "sit up."

The Tom Stedman Shoe Co. is certainly independent and aggressive, and has put many plans and methods into execution that have brought it to the very forefront of western shoe houses.

Importance of Length in Fitting Shoes

The Short Shoe Loses Its Shape Much More Quickly Than One of Proper Length—Where Ball of Foot Should Rest—Tell the Truth in Matter of Size.

The measuring of length is the most important part of the fitting of shoes.

The inside length of a shoe, measured from the inside of the counter to the inside of the box toe, should be not less than $1\frac{1}{2}$ sizes up to 3 sizes longer than the actual length of the foot, measured from the extreme part of the heel to the end of the longest toe. To get this last measurement, the foot should rest in its normal position with some weight thrown upon it, so as to give it the natural elongated position.

The additional length of the shoe over the actual length of the foot varies according to the shape of the foot. Long, slim, bony feet require greater additional length than do short, thick-set, fleshy feet.

The motto that we, as shoe retailers, should give our customers is: "Buy your shoes long enough and they will wear longer." This is positively true. A shoe that is fitted the proper length will give much more comfort and greater wearing satisfaction than a shoe that is too scant in length.

A short shoe causes ingrowing nails, pinched and cramped-up toes, large joints, bunions, and fallen arches, chiefly due to the fact that the foot has not sufficient room to extend to its natural position. In walking, the foot is held in such a cramped position that the muscles and tendons cannot be developed and grow strong through the exercise of the natural functions. Their weakening leads to fallen arches and other foot troubles.

The short shoe loses its shape much more quickly than one of the proper length. Due to the crowded condition of the toes, the boxes are thrown out of shape; the lining is worn through at the toes; and, in many cases, the vamps become cracked.

The ball of the foot should rest in the portion of the shoe near the junction of the shank and the forepart. It is wrong to have it resting back in the shank, and equally wrong to have it near the cap. A short shoe does not allow the vamp to cross in the proper place and often causes the box and cap to become wrinkled. If a shoe is fitted the proper length, and some of the other measurements are incorrect, less harm will come from it than from a reversal of these conditions.

Many customers are inclined to favor a certain size shoe and are very much opposed, therefore, to having shoes of the proper length. This is noticeable among women, particularly, who prefer to say that they wear a Number 4 rather than wear and admit that they wear a Number 5, which would really fit their feet.

It is not necessary to raise the question of size to the customers; fit them right and if they ask the size, tell them the whole truth. If they then insist upon buying shoes that are not the right size for their feet, inform them that they are wearing the smaller size at their own risk. To fit a customer wrong because the dealer happens to be overstocked upon a certain size is mighty poor policy, and far from a business building asset.

Instruct your clerks to give proper attention to this matter of length, and you will have the satisfaction of knowing that your customers are fitted right, and that they are, therefore, bound to be satisfied with your store.—W. W. Wilson in "Push."



On the Road



"Yes, it takes all kinds of people to make a world. The man who can read most closely the peculiarities of human nature is the one who gets on the best. If you would make a success of salesmanship," declared an old shoe traveler of thirty-one years' experience, the other day, "you must just know your goods and then yourself—be master of both—and under no circumstances lose your temper, become ruffled or give an angry or sarcastic retort for which you may be sorry later.

"It is well to listen to the story of the other fellow, provided he is not a gas-bag or a wind-jabber. You can always get closer to him, particularly if you do not know him very well, by letting him do the 'spouting,' if he is at all inclined to talk. This is, of course, in the introductory stages of business relations—but when you start to sell goods, it is for you to do the talking. Make each point tell and drive home the truths as effectively as possible, without being too boastful or domineering. There is nothing that will make a man resent you and your business quicker than by telling him that he must sell your line in order to be considered up-to-date, and that if he does not handle your brand of shoes, he is an old fogey, a 'has-been,' or a 'never-was.'

"You possibly do not state this in plain terms, but you intimate such, and thus you rub the fellow the wrong way. No matter how old-fashioned the retailers' ideas may be, how out of date his stock and how unprogressive his methods, he does not like to be told so by certain men. He will stand it from some, who know him pretty well and understand exactly how to put the case, but for a new-comer to hand out anything like this is fatal on the spot, so far as securing an order is concerned. We have to adopt all sorts of ruses in order to keep on the good side of men. Business secured through pure friendship is never worth very much. It does not last—it is quality, value and service alone that count. Whenever I hear an old friend of mine say:—

"Well, Tom, I would like to give you an order for old time's sake or because I appreciate you and your personal qualities very highly." I say:—

"For gracious sake, old man, cut that kind of guff out—I do not want you to buy shoes from me on the score of personal friendship or high regard, unless you get full value, genuine worth and sound quality behind the product."

Dodging the Issue Diplomatically

"They say that there is a decrease in cattle, while there is an increase in population—hence the scarcity of leather and high prices of shoes, but if you are out on the road a while, you will come to the conclusion that there is a great deal of 'tommy rot' talked. Oh yes, we have to be very diplomatic in handling men, especially in times of depression and stringency when they get into rather low water financially. I remember on one of my trips west last year, when certain dealers were behind in their accounts, I had to

call on them, but I took blamed good care that they did not buy until they had reduced their indebtedness to the firm. The rules I adopted were something like this. Of course these customers knew perfectly well when I would be along and I dared not pass them by or sell other dealers who were perfectly good in the town. Those in less favorable circumstances might hear of it and think that we were showing favoritism. So I would walk into the store and say:—

"Well, Johnson, old boy, how goes it?"

"Naturally he would reply:

"'Oh well, things have been rather dull this year.'

I would say:

"'Is that so? That is too bad.'

"He would then start to explain that he had a heavy stock, much too heavy to carry with profit to himself, and I would remark, after giving a casual glance around:

"'Yes, you are pretty well loaded up here, particularly as you say trade is none too brisk,' and I would grow confidential and continue:

"'Well, I do not want to load you up with any more stuff this time. I tell you what I will do. I will be around this way again in a few months and you can give me an order for a big bill the next trip.'

"Of course all this had to be done tactfully, but in every case it worked out like a charm and Johnson, who may have been on the verge of bankruptcy, retained a good opinion of our firm and did not for one moment think that we entertained any doubts as to his financial standing or ability to pay. You see discretion often comes to your rescue if you will study the situation closely.

Taught Him to Keep Appointments

"I will give you one other instance of how I brought a certain fellow in eastern Ontario to time. We had been selling him shoes for years and he belonged to that class of individuals who are always making appointments with travellers and constantly violating the same. In fact, he was never known to keep his word when he had promised to be at my sample room at such and such an hour. Well, this fellow got behind too much in his account and was owing us over \$6,000. We had been drawing on him from time to time and he was paying in dribs and drabs, but not fast enough to suit Jack Marsden, our credit man. So Marsden came to me and told me the circumstances before I started out on my fall selling trip. He asked me to be very careful and see that Judson did not buy too freely. In fact, Marsden said if he did not take anything it would please the firm better, "For I am a little fearful about his account," he added, "but do not wish to offend him."

"I told Marsden that would be all right, but that I would call on Judson and while he might report me to the house for the course I was going to adopt, still, if the firm stood behind me, I would carry out my program. I knew Judson's habits, nature, and mode of life to a nicety. I

went to a hotel and unpacked my samples and called around to see Judson.

"Oh, yes," he said, "Mr. Norton, my head salesman, Mr. Ponson of the women's department and myself will be over to see you this afternoon at 1.30. We want some women's pumps, some tan buttons and some patent leathers with cravenette tops and a few box kip and box calf for boys. I will have a good order for you."

"All right, Mr. Judson," I said, "you will be there sure?"

"Yes sir, you can depend upon me."

"Accordingly I made other appointments with the shoe men of the town, so as to be busy all day, but I left 1.30 to 2.30 free, in case Judson might come over. Did he appear? Not a bit of it. I waited a whole hour and no word, either by phone or otherwise. At nine-thirty o'clock that evening I called at his store and said:

"You did not come around this afternoon, Mr. Judson."

"Well no," he remarked, "but I tell you, Mr. K—, we will be over to your sample room at ten o'clock to-morrow morning, sure."

"That will do you no good," I replied.

"Why?" he asked in surprise

"Why," I said, "I am leaving town to-morrow morning at 8.15 o'clock and am all through here."

"What! Do you mean to tell me that you are not going to let me look at your samples?" he exclaimed, in rising accents.

Time of Traveler is Valuable

"Yes," I said, "you made an appointment this afternoon and did not keep it. I am through here and am going. My time is valuable and I cannot afford to remain any longer."

"Did I not tell you that I wanted to buy several lines of footwear from your firm?"

"Yes, but you failed to keep your appointment."

"The upshot of the matter was I adhered to my determination to leave and Judson indignantly said he would report me to the house for lack of courtesy and consideration to an old customer. This was just as I expected and sure enough, this retailer despatched a hot communication to the president of our company, accusing me of all sorts of things. He did not, however, get much satisfaction out of the reply, which went on to explain that the time of the firm's travelers was just as valuable as that of the retailer, and that he should have kept the appointment or sent word to the effect that it was not convenient to do so and made a new arrangement.

"That was the last we heard of the matter until my trip some months later, when I again visited the town and by this time, Judson had improved his financial standing and reduced his amount of indebtedness to the firm, and we were anxious to secure his order. Accordingly, I went to call upon him and asked if he wanted to see my samples. He received me very pleasantly, and told me that he would be over at 2.30 in the afternoon, to look at some snappy new lasts and fascinating patterns that I had, and I knew that he would keep his appointment this time. Promptly at the hour mentioned, he turned up.

He Got a New View Point

"After giving me an order for \$2,300 worth of stuff, and everything was filled in, including the pairs and sizes, he turned to me as we were enjoying a parting cigar and said: 'Say Tom, you taught me a splendid lesson some months ago. I never realized that a traveler's time was just as valuable as my own. I always went on the principle that he could wait—that it was part of his trade to suit my convenience, since I was the buyer and he the seller. Now I see things in a different light. You certainly impressed me with a new view point by the rude jolt you gave me last March. It did me good and I began to examine myself

a little bit and found it was I who was at fault. It was pleasing and inspiring the manner your firm upheld you. They must think a great deal of you to stand at your back the way they did.'

"And it may be added in conclusion that Judson, from that day to this, has always kept his appointments to the minute, or else sent word that it would not be convenient for him to come around."

The Correct Shoe To Wear

The social and outing season makes it imperative that the customers be accurately informed.

The H. M. & R. Shoe Store of Toledo in a little booklet entitled, "Evening Footwear, featuring the correct pumps and slippers for the new dances," says:

"There is nothing so essential in evening footwear as correctness, and this is the detail we insist upon in dress shoes. If you are in doubt as to the proper shoe for any occasion, please feel free to ask the advice of any of our salespeople. They are correctly informed and there is no charge for the advice."

CORRECT SHOE CHART FOR WOMEN

Daylight

FORMAL Wedding, formal call, matinee, reception, luncheon.
Boots, or low-cuts to harmonize costume. All leather; cloth or suede tops. Dull or patent. Patent leather slippers; suede kid or colored slippers.

INFORMAL Shopping, business, walking, automobiling, recreation.
Colored or black, calf or kid boots; moderate heels and toes. Button or lace. Heavy shoes, colored or black, rubber sole. Moderate heel and toe. Individual tastes.

Evening

FORMAL Wedding, reception, ball, formal dinner, theatre, concert.
Reception slippers to match gown. Leather or fabric. Patent slippers or pumps.

INFORMAL Home dinner, informal dinner, club affairs.
Shoes or slippers, conforming to costume. Cloth tops with dull or patent vamps.

CORRECT SHOE CHART FOR MEN

Daylight

FORMAL Wedding, formal call, matinee, reception, luncheon, church or other formal functions.
Patent leather, button or ball. Dull or cloth top, cap toes. Moderate shapes.

INFORMAL Street, office, walking, automobiling, driving, recreation.
Calfskin, dull or tan, high shoe. Button or lace. Also heavy high shoe, rubber soled.

Evening

FORMAL Wedding, ball, reception, formal dinner, theatre.
High boot, patent leather, button, cloth top, plain toes. Patent pumps.

INFORMAL Home dinner, stag dinner or club affairs.
High boot, dull leather. Lace or button. Dull leather pumps.

How Geneva Met Her "Fate" Buying Pair of Shoes

Geneva Schuyler was counting her money. There was a little stock of nickels, another stack of dimes, and as many large pieces as she could hold in the palm of her hand, with a single old rag of a bill that looked fit for nothing save the fire. She sat on the edge of her bed and counted and sighed and counted again. For she was trying to manipulate the money so that it would cover the price of a pair of shoes and a concert ticket at the same time.

"Four dollars and 7 cents exactly," she said aloud. "Not another penny. And three lunches and car fare perhaps to come out of that." She gathered up the money and dropped it into her purse. "I've got to choose," Geneva said to the picture of St. Francis, which obligingly hid a goodly portion of the muddy wall paper. She had selected it for the beauty of the dreamy, dark, young face. Now she thought that somewhere, and not so long ago, she had seen somebody who resembled her picture. It was useless to try and remember, so she dismissed the effort and shifted her gaze to her own small feet. "Four dollars and 7 cents isn't money enough for three days' food and a pair of shoes and a concert ticket all at the same time. Well, I can put off getting my ticket until noon, and by that time I ought to tell better whether or not that shoe is going to hold out."

She Walks Because She is Hard Up

The hands of her nickel alarm clock were traveling quickly. It was time to start for the store. Geneva rose, put on her coat and the new hat she had trimmed herself, took a last look at her young self in the crinkly glass and set forth with apparent buoyancy.

She walked to the store. It was only a mile and Geneva had no idea of saving shoe leather at the expense of car fare. Her way led past the theatre and she paused to look at the handbills which announced that night's piano recital. Memories of a career that had beckoned and deceived brought the tears to her eyes. Once she had hoped—and believed—her name would be drawing crowds to vast music halls. She had been bred for music; the piano had been her earliest plaything. It was her parents' ambition that she should play, and they had grown poor in trying to make a genius of her. She had been well enough content until she had seen what a real genius could do. And then she perceived, sickeningly, that she lacked that mysterious something which is born in one and may not be bought at any price or acquired by years of effort. She went up to the city and got a job in a departmental store.

There her quickness of brain and lightness of touch won for her. And she was now earning \$10 a week and keeping all her illusions intact. It was hard work and lonely work, and the pay often seemed inadequate, but she was at least not merely standing still. Her ambition was to climb to the position of buyer, which would give her a salary that did not need to be stretched out in order to make it cover all the places it should, and also opportunities to travel. Then she could do more than send \$2 a week home, though the \$2 was very acceptable. And even as she faced the name of the great pianist with an unsobbed sob in her throat, and eyes blurring a little, she felt that she had somehow done right in giving up what she could never hope to do well.

"You going?"

The little rush behind her, the hand on her shoulder,

made her turn. One of her store companions had come upon her.

"Oh, I don't know, Bessie, I haven't got my ticket yet."

"Well, you better. The seats are selling like everything. Joe said he got ours." The girl chattered on gayly, keeping step with Geneva as they went on toward the store.

There was a bargain sale going on in the rug department, and consequently shoppers came flocking to look at other things than rugs. Geneva's counter was too attractive to be passed and she got her share of the trade. It was noon before she realized it, and she realized she wanted her luncheon even if it was only going to be sandwiches and tea. Besides, there was her ticket. It came to her that all morning she had been unconsciously deciding that point. It was to be the ticket. The shoes would have to wait. She could risk a cracked shoe better than bear this passionate hunger for harmony which was growing in her.

When she got into the street she found it was raining. She had no umbrella and she scurried toward the opera house under the shelter of the awnings. Afar off she espied a thin streamlet of folk advancing upon the box office. She made one last rush and then it must have happened. She felt her shoe loosen, and looking, she saw that it had split from side to side.

For that kind of disaster there is no remedy save one—new footgear. It must be shoes instead of a ticket after all! To show such a foot was a disgrace. Geneva was glad the street was almost empty as she walked out of the opera house back toward the store.

Her Old Shoes Bother Her

She ascended the stairs to the shoe department and every step of the way that wretched crack gaped wider. It was the first time in her life that she had not wanted new shoes when she could have them. She could not lift her eyes as she asked to see some shoes of good durable leather, size 3½, high, buttoned. The salesman produced a pair, and she sat down to try them on. He pulled off the wrecked shoe and put the new one on. It fitted to perfection. After all, Geneva reckoned that she did love new shoes. She smiled and her sight cleared. And then she saw that the man who was kneeling at her feet and very calmly buttoning her shoe was not an ordinary clerk, but the head salesman and buyer for the shoe department. And his face bore marked resemblance to that of the St. Francis picture on her wall.

Geneva gave an ever so little gasp. And the salesman looked up.

"All right?" he inquired.

"Yes. I'll take them."

She stood up in her new shoes. He wrapped up the old ones. Geneva began to count out her money. She was laying down the last dime when Fanny Clarke of the next counter to hers came in to get a pair of sandals.

"Why, Geneva Schuyler!" she cried. "Why didn't you get your ticket? I was just buying mine at the box office when I saw you coming in. Then you turned around and went out. And here you are buying shoes. Of all the queer things! There's scarcely a good seat left. And I thought you were crazy over music."

"I am," Geneva replied, "but I've heard Mme. Corzeze. It was when I was at the New York Conservatory——"

She paused, for St. Francis was looking at her attentively. Fanny Clarke had moved away.

"New York Conservatory!" he exclaimed. "Why, I was there myself! What did you study?"

"Piano."

"And yet you are here——" His tone finished the question.

"Oh, don't you understand?" Geneva said, "They thought I was a genius at home, and I wasn't even talented. I never had any chance at all, and as soon as I knew it I gave up and started in doing something that would at least earn money."

Mutual Confidences

St. Francis smiled. "I had the same experience," he said. "I started out to be a great violinist, but when I found there was more than technique to playing I gave up and went to selling shoes. It pays better and it is not so heartbreaking."

"Not nearly so heartbreaking," agreed Geneva.

"By the way, I wish you'd go with me to-night to hear

Correze. I have two tickets—one for my married sister, but she's not well enough to go. I think two musical people, if they were together, ought to get a good deal out of such a recital."

Geneva glowed. "Oh, thank you, I'd love to go with you," she said frankly. "You see, I haven't heard any real music or talked with a musicy person since I've been in the city."

After all, Geneva concluded, things turned out very happily. She was glad, too, that she had on new shoes. The music was wonderful; there was a big crowd, and Geneva, in her best dress, with some flowers which St. Francis had sent her, had the time of her life. Even if it had to end right there, she argued, it was worth it all just to set one's feet in new shoes for a moment on such a pinnacle of bliss.

But it did not end there. Though Geneva never realized her ambition of becoming a buyer herself, she married a buyer, which, perhaps, amounted to very much the same thing in the long run. Is she happy in her new home by the lake? Well you should ask her.



A METHOD THAT DISPLAYS GOODS AND SAVES TIME

A rather unusual method of displaying footwear is shown in the accompanying cut of the shoe establishment of A. J. Nadeau, 41 St. Joseph St., Quebec. The method used by Mr. Nadeau is brought about by pulling a carton a third of the way out of the shelf. One of the shoes contained in the box is then placed on the top of it. This not only serves to display goods, but is also the means of saving much valuable time, especially on a Saturday evening when the store is taxed to its utmost. Customers are much more able to choose, without the bother of having to pull out, open and close, and push back the carton half a dozen times before the right line is found.

Mr. Nadeau has worked his way up in the shoe business from a small beginning until now he has one of the finest stores in the ancient capital, and caters to a very large

general trade. He is a firm believer in advertising and always keeps his windows as up-to-the-minute as possible.

His store is a spacious, airy, and well lighted establishment, and all the most modern methods of conducting a retail shop are used in it. The floor is carpeted throughout, the furnishings and fixtures are all of high class material. A show case is placed in the foreground at the entrance, to display special lines.

Mr. Nadeau can be seen at the right hand side in the photo, while his assistant and head clerk, Mr. J. M. Gobeil, is seen at the left. Mr. Gobeil, who has spent many years in the shoe trade, both retail and wholesale, in both Canada and the United States, is thoroughly versed in his business, and is an able lieutenant to Mr. Nadeau, who reports having done a good Easter trade.

Stand Up for the Firm Which Gives You a Living

It is Poor Policy and Base Ingratitude to Knock the House You are Identified With—How a Dead-Sure, Blustering Merchant Was Brought to Time by a Loyal Representative—An Incident With a Moral

"You are sharpers, and I don't want any more of your goods."

"What's that?"

"I say you are dirty tricksters and I want nothing more to do with you."

"How do you make that out, sir?"

"Well, I have been buying your shoes for some time now, and you have been charging me two prices."

"Pardon me, but we gave you value for them, as I can show you if you can come to my sample room."

"I will do no such thing. I tell you that I want nothing more to do with you," declared James P. Deeks, shoe retailer, of G——, to Richard L. Carley, shoe traveler.

Make Good Your Insinuation

"You have made an assertion, sir," declared the latter, "a nasty insinuation, and you have either got to give me a chance to disprove your charges or else you have to prove them yourself."

"I will do no such thing," replied Deeks.

"Well, you will," retorted Carley, "or I will make it mighty hot for you. You cannot make an unfounded charge against my house like that. I know who I am working for and they are square men through and through. I am not going to have them knocked in this reckless fashion."

Thus the strife continued—Deeks declaring vehemently that he would not go over to the sample room and Carley insisting upon it. Finally the drummer said:

"You come over to the sample room and I will prove every statement I have made that you have got better value from our house than anywhere else."

"Well, I cannot come this afternoon," replied Deeks; "this is a half-holiday, and I am going out of town."

"Very well," declared the traveler, "I will wait until to-morrow morning, and you can come over then."

"Perhaps so," was the equivocal ejaculation of the retailer, and thus matters were allowed to stand until the next morning.

On the following day, about 9.30 o'clock, Carley strolled into the store.

"Hello," said Deeks, "you here yet?"

"Of course I am," rejoined the salesman. "I told you I was going to remain here until you came over to the sample room. I do not care whether you buy or not, but you have to come across. I want you to bring along that men's buff bal. of which you were speaking, and on which you say we swindled you."

Went Over to Sample Room

Deeming "discretion the better part of valor," and seeing Carley was thoroughly in earnest, Deeks went to the sample room.

"Now," said the traveler, "you claim that we have been overcharging you five cents a pair on this particular shoe; that you are getting one exactly like it from a house in the East for that much less money, and therefore we have been 'doing you.'"

"Yes," said Deeks, "that is what you have been up to all right; you look guilty."

"Well, you have one of the shoes there which you bought from Mainer & Co., and here is one of ours. Now you are so positive about everything," continued Carley, "perhaps you can tell me where the difference is between those two shoes that would cause us to charge you five cents per pair

more than the other firm. Since you are so ready to find fault with us you should be equally willing to acknowledge the good points of Mainer & Co.'s goods over ours."

Of course Deeks did not want to let on that he knew nothing about shoes, their construction, material, or the cost thereof. He eyed each sample carefully, looked at it inside and out, bottom and top and finally said that the only difference he could see was that Mainer's boot, which he bought at five cents a pair less, had a beaded edge down the front.

"Tut! Tut!" replied Carley. "That would not make half a cent's difference a pair either one way or the other."

At last Deeks had to frankly admit that he could see no difference whatever, and that so far as he could observe, the boot of Mainer & Co. was equally as good as that of Empton Bros., whom Carley represented, yet he was getting it for five cents a pair cheaper. When Deeks owned up that he could observe no distinction whatever, it was then Carley's turn to sail in.

"Did you ever have any complaint from our shoes?"

"No," drawled Deeks.

Are Solid Through and Through

"Well, let me tell you that you will have from Mainer & Co.'s there, six cases of which you bought last month. Our shoes are solid through and through—the slip sole is of genuine leather, while that in Mainer & Co.'s is nothing but paste board, leather board, fibre, or whatever name you like to call it. Just wait until some of your customers get the soles thoroughly wet and you will have all kinds of complaints. That alone will show you that our prices are not too high for a solid leather slip sole, which costs anywhere from ten to fifteen cents per pair, and yet we are asking you only five cents more per pair for the same shoe. Now, which firm gives you better value, sir, Empton Bros. or Mainer & Co.?"

Still Deeks was not overly convinced and did not place an order with Carley. He gracefully backed down and said perhaps he had been mistaken, but at any rate he was going to give the men's buff bals, Standard screw, that he had bought from Mainer & Co. at \$1.75 a pair a thorough trial, continued Carley, who was relating the story to a number of friends the other day:

"I was content to wait, being fully confident of the outcome. It was several months after when I again called on my friend Deeks. I walked into his store and said:—'Good morning, sir. I represent Empton Bros., and no doubt you will remember me.' He smiled in a kind of a sickly way and told me yes, that he had been looking for me. I asked him how those shoes he had got from Mainer & Co. had come out and he told me that he had all sorts of complaints, that as soon as the soles were wet, the slip would project over the outsole and the material could be pulled away in strips like rotten rubber or a burned blanket. They had given no wear whatever and he had declined to have anything more to do with Mainer & Co."

"'You were right,' he added, 'I was unjust in my reflections on your firm and too hasty in jumping at conclusions. Your firm has certainly given me full value. I am certainly sorry for any aspersions that I may have cast upon it.'"

"To-day Deeks and I do business and he is one of the

warmest friends that I have on the road. I have never had a word with him since, and the moral is this, that if your house and its goods are attacked and you have implicit confidence in them, do not let the assailant get away with any hot air. Demonstrate to him that you are right and that he is wrong, or else he is right and you are wrong. If in error honestly acknowledge it. There is no good of crawling when you feel that your proposition is all right. Stand up for your goods every time and if you do not represent a firm whose lines you can uphold, my advice is that you had better get in some other game than the shoe game or with a reputable house," declared Carley.

"Yes," remarked Tom Duffy, a fellow traveler who was standing alongside, "I agree with all that you say. Of course you must recognize that some men are only joshing you and others are deadly in earnest, but when you read your customer thoroughly, you can find out just exactly where he stands. There are as many different varieties and temperaments among shoe retailers as there are among any other class of individuals. The thing is—know your man. Some fellows can argue and not get hot. They are earnest but pleasant about it and when you go away, they have every respect and confidence in you. Other fellows lose their heads entirely and hold their grudge against you forever—at any rate, they never treat you the same. I like a fellow who can get in a good-natured, spirited argument or discussion without indulging in any mean, nasty or dirty reflections, who, if he is beaten or finds that he is worsted, is manly enough to acknowledge it."

Most Strain Lengthwise in Shoes

A shoe may be strained lengthwise much easier and to a greater extent than sidewise. This means the seams of upper and soles. The thread will break on account of this lengthwise strain caused by the bending back and forth of the foot in the act of walking. The flexible bottom is therefore not so liable to break apart as the rigid bottom. The swing of the last bottom helps to do away with the strain on the seams while the shoes are on the wearer's feet. The McKay shoe is bent right after sewing on of sole to get flexibility and at the same time overcome the quick breaking of the stitching thread holding the outsole to insole. The flexibility of the thread itself has not much to do with the breaking of the seam. Rubber has been used on thread in place of wax, but the results were not as would be expected, and the thread gave away just as quickly with a wax thread once cold. The outsole seam rips at the shank part on account of the lengthwise strain, causing the sole to work shorter than the welt and thus force the thread to break away.

What is the remedy to at least partly do away with this longitudinal strain? The answer is found in properly lasting the upper lengthwise. If the fitting is firm at the heel and all the seams brought toward the toe and set where they belong to the forepart of the last, we will to a great extent overcome the severe strain lengthwise. As above stated, the shank part is strained at the outsole seam, while the ball part is strained at the insole, but when the upper is set correctly from heel to toe the whole upper is strained evenly, and no part of the seam is strained more than any other part of that same.—Shoe Topics.

Fire Visits Leather Factory

Fire broke out recently in the calfskin tannery of H. B. Johnston & Co., 137 River street, Toronto. The flames started in the north-west section of the building on the

second floor on Saturday afternoon, April 4th, after the plant had closed down at noon for the day and there was no one in the factory at the time. The damage was confined principally to the second floor, where a large number of hides were stored. The flames reached the third flat by means of a stairway, but the good work of the fire department confined the loss to the second floor, where a portion of the equipment was installed. The damage to the building and stock was about ten thousand dollars.

He Will Cover His Old Ground

Twenty-two years of shoe experience, and the only real genuine "Gideon," so far as name, at any rate, is concerned, in an association of over eight thousand members, is Gideon Knetchel, who has rejoined the selling staff of the newly organized Williams Shoe, Limited, Brampton, after spending a couple of years in the West. He will cover his old ground—the southern portion of Western Ontario. Mr. Knetchel is acquainted with all the different stages of the footwear business and has had practical experience in the art of shoemaking, having served some five years in various departments of the factory. His duties were the inspection of all the shoes as they were going through which gave him a know-



ledge of the fine points so beneficial to any traveler. During the past two years Mr. Knetchel has been covering the Western Provinces taking in part of Saskatchewan, Alberta, and British Columbia, and handling the same line through Western agencies. Since the Williams Shoe, Limited, have been incorporated and have purchased the building, stock and plant of the Williams Shoe Co., a new arrangement has been made for the selling of their output in the West. Satisfactory inducements were offered Mr. Knetchel to remain in the East and join the newly organized company of which he is a shareholder. Though greatly taken up with the West, and enjoying life there, he looks forward to an exceptionally bright future with the Williams Shoe. Mr. Knetchel has also a thorough knowledge of the retail end of the game, having been for ten years a member of the firm of Knetchel Bros., Stratford, where his brother Aaron, still carries on one of the largest businesses in Western Ontario. Laverne Knetchel, who took a position recently as book keeper with W. G. Downing Limited, Regina, is a son of Gideon Knetchel, and, previous to his removal to the West, was accountant in the Union Bank, Brampton.

Good Shoe Stock Keeping is the Essential Thing

It is a Better Policy to Serve What You Have Rightly Than to Carry a Volume of Shoes With Few Sizes in Any of the Lines—How One Retailer Secures Competent Help—A Store of Expert Fitters.

When I left the small town in Nova Scotia, where I was born and raised, to go to a western city to make my fortune, I felt that I was very well fortified to stand a long fight to make good the right way and in the right place. The man who taught me what I knew about shoes up to that time was a city man who migrated to the country for the health of his children and himself. He said the pace was too fast, and that he could live as well in the country on less money and be more contented.

He was a rather complex individual to me, as he was a hard worker and smart. As a matter of fact, his shrewdness in the shoe business was really surprising for a person whose ambitions were satisfied so easily.

He told me that I could make good, but he warned me that to make good I would always have to be in condition for a hard fight.

"Shoe selling takes a man with brains and speed," he said. "You have to hustle every minute of the selling time. And after you have been in for ten years, you will either be a big man with a large income or a 'shoe dog.' That the name given to men who do not make good in a big way, and are plodders who work for the living the business gives them. And there are many of these men who have had the ambition worked out of them."

Could Not Pick the Job

There were many other 'tips' this friend of mine offered. Chief among these was this injunction about getting employment:

"Don't take the first thing you run into. Pick your job."

But I didn't pick my job. I tried to, but couldn't land it. Later on, I found this was a good thing for me, as the house I picked as the live one failed because it did business on the basis that many of meaner sort of houses employed in a Western city during a boom period. The house put a price on the shoe in code, and split the extra money with the salesman who overcharged.

The job I got was with one of the older houses which did a fine, conservative business.

They put me on stock, and they were very particular about this feature. I cleaned boxes and smoothed out shoes. Also I sized up. The second day of my employment rather an astonishing thing happened. It discouraged me horribly.

My employer was serving a friend. The salesman who was doing the fitting had gone after the size in a style he was sure would fit. At the time he was on top a ladder looking over the stock.

"Get a size 8A," the employer called up.

"We are out of it," the salesman replied.

"We cannot be, as I put in a big order for them. Look a zin."

The salesman looked, but could not find it.

"Whose stock is this?" asked my employer.

Of course, it was mine, and I was requested to look up the reserve stock and see if we were really out of them. We had the shoe, three pairs of them.

The Boss gave a me fine lecture, and I decided to go to the bottom of the thing and see how I had made the mistake. I made up my mind never to let this happen again. I found that this line had not been sized up by me, and I had relied upon some one else to do this for me. After that I checked up all the sheets and was absolutely sure that if a mistake was made in my stock I would make it.

I am telling all this to show why I was always a sticker for good shoe stock-keeping. All the preparation is worth-

less if the sizes are in reserve rather than in stock where they can be handled.

Was Ready When Chance Came

Six years after I had been employed the man who controlled the business decided upon an easier life. The work was too grinding, and they were going to give the "boys" in the store a chance to buy in. I was offered the opportunity and accepted. I got in for ten per cent., and I had to borrow most of that. After I was in I picked up stock from some of the boys who were pressed or who just wanted their money. After a while I controlled the business and was the chief owner.

The stock-keeping idea still was a hobby with me, and I made this a study so that selling would be easier for them. Again I felt that sales were more often lost for lack of sizes than for any other reason. So I kept up sizes always and reduced the number of styles to hold down the stock to reasonable proportions.

Every morning the boys would go through their stock. I had a printed slip on which they marked the shoes in stock. This slip was sent to the reserve stock, where I had a special man employed to pick out the sizes. These were sent upstairs, and if we were out of a given size we would again check up and send the sheet downstairs for a second looking over. This absolutely insured the shoes being in stock unless the sizes were out.

How to Tell Big Sellers

Before the carton could be turned around as an indication that the size was sold out, an O.K. was necessary by me. This was for the purpose of calling it to my attention and also allowing me to talk over the shoe with the man handling the stock. He could tell me if it was a big seller by the size-ups. And often, this resulted in my sending a wire to hurry up shipments at the factory. It was a very good check and allowed me to talk styles over with the men and outline selling policies with them. Being on their mettle all the time on the stock-keeping, they did better work.

All of this counted most on a busy afternoon. The men being together when we went over the "out" sizes in the morning, they knew pretty well what shoes to keep away from. So they could dig right into the good sizes and fit customers with perfect ease. And what a reputation we got through this! When persons could not be fitted in any other store in town, they sent them to us. Then we fitted their feet perfectly and sent them out happy.

Fit any Reasonable Foot

Finally this prestige spread all over the city, and we settled down to be a store of expert shoe fitters. I bought shoes with the fitting features as the first consideration, and while they had to be modern in style I did not try to follow the extremes as is the case today. So I worked out on the fitting until I felt sure that we could fit every reasonable foot. And from the start I insisted upon good salesmen. They had to be expert fitters and fast. A man that could not sell several hundred dollars' worth of shoes weekly was no good.

Sizes, to me, always looked like the big thing in shoe selling. It speeded up the salesmen, and made them more valuable to the store. While I paid much higher salaries than any other house, my selling expense was always less than 7 per cent. And this is a great deal less than any of the other houses.

I still hold fast to this policy and have a steady following. The people around me talk about the trouble they have with

their salesmen, and how hard it is to get good men; also how customers are getting harder every day. I think it is the merchant who is to blame. He does not give his men the goods with which to work, and then expects the men to do fast and good work. It is impossible.

Good shoe stock-keeping is the essential thing about a big shoe success. To me, it always seemed a better policy to serve what you have, rightly, than to try to carry a volume of shoes with few sizes in the lines.

Through the mistake and its correction I made at the outset of my shoe career, I believe that I owe my real success in the shoe business. Keeping up sizes was my policy at the start and is now. I feel that if merchants would give it the attention it deserves, they would not have to worry about sudden shoe style developments and old stock. Service is what the consumer wants. And he gets one hundred cents' worth of it for every dollar he spends in my store.

New Sales Manager Appointed



G. H. Ansley, who has been in the shoe selling game for the past twenty-two years, has been appointed sales manager of the Perth Shoe Co., Perth, makers of women's welts, in which line they are specializing in all leathers at the fixed price of \$2.75 per pair, and are meeting with splendid encouragement. Mr. Ansley has had an interesting career. He was born in Chicago, but has resided in Canada for the past twenty-seven years. He first started selling shoes in the Maritime Provinces for a shoe company of St. Hyacinthe, Que. Afterwards he went with George A. Slater, Montreal, and then with J. D. King Co., Toronto, as special salesman for the Nursery shoe made by them and which line he originated. Then he was with the Slater Shoe Co., Montreal, for seven years, covering the Maritime Provinces and later Ontario. "Bert's" next position was sales manager for the Nursery Shoe Co., of St. Thomas, and for the past few seasons he has represented the Kaufman Rubber Co., of Berlin, and the Woelfle Shoe Co., of the same city. He is a genial, enthusiastic salesman who knows shoes and in his new position as manager of sales for the Perth Shoe Co. will doubtless be very successful. He will have several capable men under him and the Perth shoe will be sold direct to the retail trade from one end of Canada to the other. Mr. Ansley will remove from Toronto to Perth in the near future.

The Confidence of Your Trade

"The most successful shoe merchant," says a retail man, "is he who has studied human nature most and is willing to treat his customers as he would have them treat him. Don't try to impose on him with a misfit, for every time his foot pains thereafter he will remember that it was you who sold him that pair of shoes.

"Develop the confidence of your trade. Fully 60 per cent. of the goods I am selling are chosen directly from my show window displays. People are attracted to a model displayed there and immediately come in to buy it. They do this because they have confidence in me and know that I will not sell them undesirable stock.

"I aim to oblige my trade in all of the small ways possible. They appreciate such little courtesies and will remember you when in need of shoes again. With every shoe purchase I give either a pair of laces or a button-hook, according to the style of the shoes sold. I do not, however, give away findings as some dealers do. Findings are mer-

chandisable, and there is as big a market for them as there is for shoes if only the merchant will develop it.

"When selling a pair of shoes it is my policy to make that the opportunity to explain the use of various findings. Sales almost always result. I have also found it profitable to carry a side line of hosiery."

Back Again at the Old Stand

An important business change took place in Chatham, Ont., recently, when the Turrill & Dell shoe store passed into the possession of H. Gray Hodges, who will in future conduct the place under his own name. Mr. Hodges has for many years been well known and popular in local business circles. He learned the shoe business in a Chatham store, and later became a partner in the firm of Turrill & Hodges. Subsequently he conducted the store for five years alone. In the spring of 1912 he disposed of the business to the firm of Turrill & Dell, and left for the Western Provinces. Last Fall he returned to assume the management of the business for Mrs. Turrill. In all, he has had nearly fourteen years' active and successful experience in the shoe game and is closely in touch with Chatham conditions and the local trade. With the change the Turrill firm, for many years prominent in connection with the shoe business in Chatham, passes out of existence. Mr. Hodges will, however, retain the services of Messrs. Side and Low, valued members of the firm's staff.

Has Entered Upon New Duties



W. Harold Budreo, who is now covering Eastern Ontario for the Regina Shoe Co., of Montreal, has been several years on the road and is a popular young salesman. Mr. Budreo, who is a brother of J. C. Budreo, shoe retailer, 1344 Queen street west, Toronto, was born in Alliston, Ont., and moved with his parents to Ottawa, where he attended school and took an active interest in all sports, being a hockey enthusiast. He began his shoe career by entering the service of Blachford, Davies Co., Toronto, and after being in the warehouse some time, was given a position on the road, covering northwestern Ontario for seven years for that firm. Mr. Budreo has now entered upon his duties and is meeting with very gratifying success in his new position. He resides in Toronto at 47 Springhurst avenue.

Opens Attractive New Store

C. B. Pratt has opened a Tally-Ho shoe store in Ottawa. The shoe is sold at five dollars everywhere and is made on twelve different lasts with seventeen sizes to each last and five widths in each size. Speaking of the location of Mr. Pratt's new business home an Ottawa paper says: "This new store—the middle one of the three in the new block belonging to Mr. N. D. Porter—which has just been completed, adjacent to the Dominion Bank at the corner of Bank and Sparks, is especially remarkable. Its situation—on Ottawa's busiest corner—could not be bettered. Its show front is cleverly designed to give a prominent and imposing display. Its interior, with its high ceiling, great depth, and tiled floors provides an attractive, spacious and convenient temple dedicated to the service of the god, St. Crispin. The fortunes of the Tally-Ho shoe will be guided by Ottawa's well known shoe merchant.—C. B. Pratt.

How a Shoe Merchant May Become More Successful

The Retailer Should Know The Minute Details of His Business, Especially in Figuring His Selling Cost and Has Percentage of Profit—Nothing Will Get a Man Out of a Rut Like Association With His Fellows

To undertake to tell in five minutes how the shoe merchant may become more successful, when most shoe merchants have spent a lifetime trying to think of some way to do that very thing, is a task that really never should have been assigned to a man from Massachusetts, said R. S. Healey, of Worcester, Mass., before the recent meeting of the National Association of Retailers. For right here in New York on Broadway near 25th street, is a man who has the best receipt I have ever heard of for making a shoe dealer more successful, and the treatment is so simple that I do not think it would take him five minutes to give it. It is so easy to take and understand that the wonder to me is more shoe retailers have not been anxious to adopt it.

This receipt is composed principally of simple ingredients know as better profits, and while there are other things a retail shoe dealer must do to be successful, or more successful, I think it is strongly evident that he must get more profit, so what I have to submit might really be boiled down to the two words—MORE PROFITS.

Of course, before the chance to make better profits is possible, customers must be brought to the store, and the more that are brought, the more profits are possible. Not only progressive, but aggressive advertising is the first thought that should come to every retailer's mind when reaching out for business. Few stores grow to any size without publicity, and those that do reach even a moderate volume of business would have arrived there much sooner had printer's ink been used judiciously.

The shoe store windows never, or hardly ever, receive the care and attention they deserve. To many retailers it seems almost a task and waste of time to change or dress a window, failing to realize that while they neglect their own store windows, the first thing they themselves are attracted to in the larger cities when they visit them, are the beautifully kept and brightly lighted windows of the wide-awake, money-making merchants who have learned to know the value in dollars and cents of the attractive window, which costs comparatively little to maintain, and certainly much less than newspaper space.

I once heard it said that "the edge of the razor was in the lather." I believe that much of the success of a shoe store lies in the window.

Important as is good publicity and attractive windows, the salesmen who greet and serve our customers are far and away of more importance than either, simply for the fact that the good one can keep a customer coming to even an ordinary store, while a poor one will drive trade away from any store, no matter how fine, faster than the best of advertisers or the most expert window dressers can receive them. The moral of this is, pay the competent salesmen well; don't have the other at any price, they cost too much.

After we have succeeded through good advertising and well kept windows in attracting people to our store, and have secured satisfactory sales-people to serve them, we must be able to give our customers

as near what they come for as possible. When customers come for shoes, give them shoes rather than excuses. This means that careful and systematic stock-keeping is necessary, and by stock-keeping is meant also stock buying. In these days of "millinery shoes" the shoe retailer is confronted with a double problem; one is to ignore the novelty shoes and be known as a "has been," and the other is to buy them, and "wish he hadn't."

Bright is the mind that can do just the right thing, but I believe the man who has the courage to buy the new things and watch them closely will be more successful than the man who is afraid to handle them, for the simple reason that people want new things in shoes just as much as they want them in dress goods or millinery, and the man who can furnish them is the man who will get the business.

To be more successful the shoe merchant should also know the most minute details of his business, especially in figuring his selling cost and his percentage of profit. Until a man takes the time and trouble to know absolutely the relation to each other of these two most important factors of his business, he never can tell where the trouble is. It is hard for the physician to treat a patient until the trouble is located; then it is simply a matter of skill and good treatment to effect a cure.

I believe the shoe business is considered about as sick a thing as there is in the mercantile family, but whether that is the fault of the business, or the treatment that has been, and is being given it, is a question. I claim it is not fair to saddle upon the shoe business, as a business, any fault that rightly can be traced to the man who owns or controls it. Whose fault is it that the shoe retailer buying a shoe for \$2.25 sees fit to sell it for \$3.00, while his neighbor, the haberdasher, next door, under practically the same conditions, gets \$3.50 or \$4.00 for a hat that costs him no more?

Let these two men exchange places and in a short time it would be the hat store that needed the quinine and whisky. How much besides style is there in your wife's hat, which the milliner asks you to pay from \$10.00 to \$20.00 for? Probably about \$3.00 worth of material in the \$10.00 one, and \$5.00 or \$6.00 in the \$20.00 one. Is that a good reason for the shoe retailer to sell the milliner's wife a pair of novelty shoes that cost \$4.00 for \$6.00, and yet is not that exactly what most shoe retailers are doing? Whose fault is that? You surely can't place the blame on the business.

In my judgment what we need to-day is a first-class revivalist, for shoe dealers only, to preach the gospel of better prices. Every other line of retail business seems to have awakened to the fact that it is absolutely necessary to get a sufficient margin of profit to cover expenses and leave a satisfactory balance as profit on capital and labor employed, and they are getting it. The right kind of action is what we retailers want. Nothing else will help us. The man who knows, and the man who reads in his trade paper that he ought to get more profit on his shoes,



CUSTOMER: "Have you nothing larger?"

EXASPERATED SHOPMAN: "No madam unless you care to try on the box."

and goes dreaming about it, planning to get it sometime, will not do. It is the doer that will make good. It is the man who, when selecting his lines for the season, buys the best he can in whatever grade he selects, and when they come into his store has the courage and business sense to put a liberal and satisfactory profit on them, who treats all millinery shoes, and all fancy shoes known as "novelties," as a hazardous risk, that must carry a milliner's profit.

Aside from the question of reduced cost of doing business and increased profits for the better success of the shoe retailer, is the addition of other lines to his business, several of which have been found to fit in, in a very satisfactory way.

Take hosiery, for instance, there is no more logical place for it than in a shoe store, and there is hardly anything easier to install. The man who can find the room for a hosiery department in his store, should at least look into the question, and I might almost say, from personal experience, that if he hasn't the room in the store he occupies, he should find one that will give him room, as it can be made a valuable adjunct to any good retail shoe store.

Another line which has been known to fit in well with shoes is leather goods, traveling bags and trunks. This is particularly true in places where the conditions seem to be right, that is, in places where the business is not overdone. These two lines require less detail than shoes and the leather goods will show a better percentage of profit. It is only a short step, also, from good leather in shoes to good leather in traveling goods, so that the shoe retailer, who has obtained a reputation for selling good shoes, would find he had something of an introduction to people in need of traveling goods.

The shoe merchant to be more successful should join the National Shoe Retailers' Association, and not only join it, but should come and rub elbows and exchange ideas and problems with other members. Nothing will get a man out of a rut any quicker than to know something about how the other fellow is doing things; and the experience and success of the big man in the trade, as it is brought out at the conventions of the National Association cannot fail of being of great interest and value to any retailer, who wants to make the most out of his work.

But what probably more than anything else will make the shoe retailer more successful, will be a determination to study the conditions of his business more thoroughly, discover the leaks and weak places in it, and, having discovered them, set strongly and systematically about closing the leaks and strengthening the structure at its weakest points. But neither five minutes nor five years telling the shoe retailer how to be more successful will accomplish that end. Not until he realizes that, although he has a business that has many trials and perplexities, he also has one that will respond to good treatment just as quickly as any other, and just so sure as he gives his business that better treatment just so sure will he be more successful.

Made Allowance on Old Shoes

A Montreal shoeman hit upon a rather novel scheme recently to boom trade during the dull season. He took a ten dollar bill and secured 1,000 new coppers. These he placed in one corner of the window in front of several decidedly attractive shoes. There was a large sign which read "Money talks. Your old shoes are good for 25 cents in exchange for any new pair in this store during the next ten days." As the footgear in the window was all marked in plain figures, this unique advertising scheme pulled a good many purchasers, who were glad to get 25 cents for their old worn-outs. The proprietor reports that a rushing business was done for several days.

IT IS INTERESTING

Please find enclosed money order for one dollar, subscription to "Shoe and Leather Journal" for one year. Thanking you for many interesting news items and pointers in your Journal,

Yours truly,

Chesley, Ont.,

J. B. CRUICKSHANK.

A READER FOR MANY YEARS

I have read every issue of the "Shoe and Leather Journal" for the last fifteen years with pleasure and I wish you every success that the paper merits.

C. H. HIMBURG.

Edmonton, Alta.

EACH EDITION IS GOOD

Enclosed find one dollar to cover my subscription to the SHOE AND LEATHER JOURNAL for the coming year. Your paper is a welcome caller and each edition has some new features which are very helpful and interesting in conducting a retail shoe business. Wishing you every success, I remain,

Yours sincerely,

Deseronto, Ont.,

N. D. CARTER.

IT IS ALWAYS WELCOME

Enclosed please find one dollar for renewal subscription for the "Shoe and Leather Journal." It is a welcome visitor twice a month, and I would not like to be without it.

Sincerely yours,

Petrolia, Ont.

J. A. TAYLOR.

HE LIKES ITS APPEARANCE

Enclosed you will find money order for \$1.00 for subscription to "Shoe and Leather Journal." I saw a copy of your Journal recently and was very much struck with it.

G. W. MEREDITH.

Quyon, Que.

LIKES ITS PROMPT DELIVERY

Enclosed please find one dollar (\$1.00) for which continue sending me the "Shoe and Leather Journal." I am very well pleased with your Journal and I appreciate it very much in my business. It gives me all the latest news in the trade and your semi-monthly edition is much appreciated.

Hoping you will continue sending it as promptly as in the past, I remain,

Yours truly,

Walkerville, Ont.

R. DUGAI.

MANY USEFUL POINTERS

"The Shoe and Leather Journal" is a good paper. It affords the shoe buyer a lot of useful hints.

GROSS & DAWSON.

Moncton, N.B.

Canadian Consolidated Earned 9% on Common Stock

Several Changes on Board at Annual Meeting—Volume of Business Not as Heavy as in 1912 Owing to Weather Conditions—Surplus Carried Forward Greater Than That of Previous Year—Favorable Outlook

"The volume of business was not as great as in 1912, largely due to unfavorable weather conditions for the sale of rubber and felt footwear during the latter part of the year. Sales of automobile tires during the year were made sufficient only to maintain a safe connection with tire dealers, pending the completion of your new tire factory. While your Direc-



D. LORNE MCGIBBON, PRESIDENT OF THE COMPANY

tors early in the year foresaw and made preparations for the possible contraction of purchases, due to prudence of many retail dealers (prompted by an admitted need of reduction in their stock of merchandise) the actual falling off was not noticeable until well on towards the end of the year." said President D. Lorne McGibbon, in his report at the annual meeting of the Canadian Consolidated Rubber Co. in Montreal.

"Each year's experience confirms your Directors' judgment, as announced to you in 1911, that the plan of distributing your product direct to the retail trade best serves the manufacturer, retail dealer and consumer.

"Articles manufactured of rubber, being perishable in their nature, in addition to the changes of style and use now so often required, should be as economically stocked as is consistent with good service. Further, in a sparsely settled country of large area, capital should not be tied up unnecessarily, which happens when several stocks of the same manufacture are carried at any centre. Your Company now has twenty-eight distributing branches located all through Canada, and has on its books over fourteen thousand (14,000) active retail accounts. With this connection some of the varied products of your mills find distinct seasonable demand throughout the year, thus continually employing your capital, your officers and your entire staff.

"Each one of your employes is actively bent upon serving the buying public to the best advantage, as your interest is, in the opinion of your Board, dependent on the measure of perfect, ready, and cheerful service rendered.

"The plant of your Dominion Tire Company, Limited, was completed in December, 1913, and, since January 1st, has been in operation with a daily increasing output fully warranted by the existing demand. This plant and equipment for the manufacture of rubber tires is unsurpassed in America.

"Your other properties have been maintained in first-class operating condition. All expenditures for repairs and replacements have been charged to cost of operating."

The Financial Review

The combined statements of the consolidated and constituent companies on December 31st, 1913, was as follows:

| Assets | |
|---|-----------------|
| Property and Plants..... | \$5,273,929.54 |
| Inventories, Manufactured Goods and Materials..... | \$3,055,613.21 |
| Cash..... | 107,579.73 |
| Accounts Receivable..... | 1,819,055.67 |
| Investments, including Good Will | 4,400,303.76 |
| Miscellaneous..... | 154,504.88 |
| | 8,907,057.25 |
| | \$14,180,986.79 |
| Liabilities | |
| Preferred Capital Stock..... | \$1,976,780.00 |
| Common Capital Stock..... | 2,804,120.00 |
| Minority Stock Canadian Rubber Co. of Montreal..... | 9,200.00 |
| | 4,790,100.00 |
| 6% Bonds due Oct. 1st, 1946.... | 2,590,800.00 |
| Bills Payable..... | 4,141,370.53 |
| Accounts Payable..... | 433,573.97 |
| Mortgages on Real Estate..... | 4,200.00 |
| | 437,773.97 |
| Reserve for Bad Debts, Depre- ciation, etc..... | 91,303.06 |
| Surplus..... | 2,129,639.23 |
| | \$14,180,986.79 |
| Income | |
| Net Sales, Footwear, Tires, Mechanical and Miscellaneous..... | \$6,788,859.44 |
| Cost of Manufacture, Selling, General Ex- penses and Taxes..... | 5,878,089.27 |
| | \$ 910,770.17 |
| Operating Profit..... | 89,805.33 |
| Other Income..... | \$1,000,575.50 |
| Gross Income..... | \$1,000,575.50 |
| Bond Interest, Cash Discounts to Customers, Provision for Bad Debts and Interest on Borrowed Money..... | 593,514.63 |
| | \$407,060.87 |
| Net Income..... | 16,411.50 |
| Expenses Previous Period not Provided for.. | \$390,649.37 |
| Surplus for Period..... | 250,907.25 |
| Dividends Declared and Paid..... | \$139,742.12 |
| Net Addition to Surplus..... | 1,989,897.11 |
| Surplus, Beginning of Period..... | \$2,129,639.23 |
| Surplus, December 31st, 1913..... | \$2,129,639.23 |

In spite of a falling off of about fifteen per cent, in net sales, the profits were practically the same as in 1912.

The net surplus carried forward out of the year's profits was \$139,742; the corresponding net surplus in 1912 was \$131,001. Earnings shown on the \$2,804,120 common stock were at the rate of approximately 9 per cent. against a dividend of 4 per cent.

Net sales for the year were \$6,788,859 as compared with what was stated in the previous report to have been approximately \$8,000,000.

New Men on the Board

The old board of directors was re-elected, with the exceptions of W. R. Allan and Shirley Ogilvie. The new members of the board are Walter Binmore, treasurer of the company, and R. E. Jamieson, general sales manager, both of whom have had long and practical experience in the manufacture and sale of rubber goods in Canada. Messrs. Binmore and Jamieson, both being in daily contact with the problems which confront the company, should strengthen the directorate in this respect.

An additional director, to make the total of fifteen, was elected in the person of R. B. Price, of New York.

At the meeting of the board of directors, which followed the meeting of the shareholders, T. H. Rieder, who has been vice-president of the company for some time past, was appointed vice-president and general manager, in active charge of the operations of the company.

Felt Profits were Lower

At the annual meeting of the Canadian Consolidated Felt Co. held in Montreal, The Canadian Consolidated Felt Co., Limited, reported to the shareholders meeting a net operating profit of \$100,983, a decrease before deduction of head office expenses of \$12,246. After deduction of head office expenses, bond interest and preferred dividends a balance remained of \$37,024, as compared with \$49,159 the previous year. Provisions for repairs, etc., took \$13,686, against \$23,715 the previous year, and the net amount re-



WALTER BINMORE, WHO WAS ELECTED A MEMBER OF THE BOARD

maining to be carried to surplus was, therefore, substantially the same as a year ago, \$23,337, against \$23,715 in 1912.

The directors report that the volume of sales was \$735,390, but no figures are available as to the corresponding volume of business the previous year.

The directors say in part: "All your properties have been well maintained and the full cost charged to operations.

"The sale of felt footwear is largely dependent upon early severe winter weather, particularly in our western provinces, and when unfavorable weather is accompanied by other unsettling conditions as in 1913, the result is a business year that cannot fairly be compared with other years. Your directors find that there is a constantly increasing market in Canada



R. E. JAMIESON, ONE OF THE NEWLY ELECTED DIRECTORS

for finer grades of light felt footwear, as well as plush and satin slippers for house and evening wear, lines that are not dependent for their sale on severity of the Canadian winter. To meet this growing demand, your directors have planned a re-arrangement whereby one of the plants will manufacture the finer grades of footwear mentioned above and not heretofore made by us. Equipment will also be added at once to one of your felt mills for the manufacture of other felts than for your own needs in the shoe plants, such as harness, hat and lining felts.

Rocking Chair for the Manager

The annual banquet of the Frontenac Hockey Club was held recently in Kingston. The manager of the team is James T. Sutherland, director of the Cook-Fitzgerald Co., Limited, who is as well and widely known in hockey circles as he is in the footwear realm. The Kingston papers describe him as the "Father of Hockey in Eastern Ontario." As an evidence of the esteem in which both the senior and junior members of the Frontenacs are held, several players were presented by the citizens through Mayor Shaw with rings, watches and lockets. The Mayor complimented them upon the fine sportsman-like manner in which they had contested all their games, and assured the club that the City of Kingston was proud of them. After the gifts to the players George B. McKay, president of the Frontenac Hockey Club stated that as presentations were in order, a few of the followers of the team could not allow the opportunity to pass without showing their appreciation in some manner of Mr. Sutherland. He there upon asked that gentleman to accept a handsome rocking chair, adding that he hoped in the far distant future, when Mr. Sutherland would be too old to get down to the rink and see the Frontenacs perform, he would be able to sit in the chair and think of the old times when he was manager of "the boys." Mr. Sutherland gratefully acknowledged the honor conferred upon him. On behalf of the team he then presented Regiopolis College with a handsome silver shield to convey the feelings of the club toward an institution which has donated largely to the Frontenac Hockey Team.

STRAY SHOTS FROM "SOLOMON."



It is a question of men rather than methods, nine times out of ten. Paganini with a wooden shoe and a couple of strings could do what others with a Stradivarius or a Cremona could not accomplish. And yet it is wonderful what some men can do by keeping everlastingly at it. Some of us are so pig-headed that if we can't do things in our own way we will not do them at all. Look around you and see, with all your energy, whether you are not wasting time by tying yourself up to your own ideas. "In the morning sow thy seed, and in the evening withhold not thy hand, for thou knowest not whether this or that shall prosper or whether both shall be alike good." Keep everlastingly at it, but take a look around and see if anyone is getting more to the acre by getting out at five o'clock in the morning with his seed bag than by working after supper. Perhaps if you closed that shop of yours and went out for a little fresh air or recreation in the evening you would accomplish more, even if you had to get up an hour earlier to work on your books or advertising copy.

A little nonsense now and then may be relished by the best of men but a flippant word or a shady story may spoil a reputation that it has taken years to build. A wiser man than Solomon said: "Not that which goeth into a man defileth him but that which cometh out." Don't try to be witty or entertaining at the expense of your good name. Better be thought a dry chip than a rotten limb. "Dead flies" cause the ointment of the apothecary to send forth a stinking savour; so doth a little folly him that is in reputation for wisdom and honor." There is nothing so disappointing as to find chaff where you have usually found wheat or weakness where you expected strength. It is the little things in life that count after all. A man is no bigger than his weakness and weakness is the unpardonable sin of life. Many a man who has loomed big in social, business and political affairs has found a little thing like a woman's petticoat trip him up and send him headlong to oblivion.

Keep your head. The fellow who jumps up and goes off "half-cocked" never gets anywhere. The man who answers a man of this sort in the same spirit is as big a fool as he is. Great battles are won by coolness more than courage. The bravest man is the one who knows how to be patient under fire. It takes more of the real stuff to sit still and take the assaults of half-baked foes than to "up and at them" with bayonet and butt. "If the spirit of the ruler rise up against thee leave not thy place, for yielding pacifieth great offences." Stay with the game. Don't go out and bang the door because the odds seem against you. The man who knows how to back away and wait his chance to outflank the enemy has learned one of the greatest lessons in the art of war. You have seen some people on whom the battering ram and grapeshot have had no effect. Try a funnel or a hypodermic if you want to get

under their skin. Sometimes the way to get ahead is to back down.

A good deal of the success of life is of the "hit or miss" kind, and so may it also be said of failure. Have you got an "aim" or are you just popping away hoping to get somewhere near the target by sheer good luck? Are you cutting out a road to success or are you following the mob along beaten paths in which you hope to pick up enough to keep things going tolerably well? There are people who jog along from day to day and from year to year content as the habitant is to take what "Le Bon Dieu" sends him. Business to-day is not the game of chance it once was or as it appears still evidently to a good many. It is both a science and a game with all the incentives that both aspects give it. The man who goes into it blindfolded invites disaster. "He that observeth the wind shall not sow, and he that regardeth the clouds shall not reap." Can you discern the "signs of the times" in your business? Have you given as much thought to the principles of merchandizing as you have to the commonest physical conditions about you. Do you know your neighborhood and its possibilities.

Don't put all your money into your stock and all your brains into your store. Give your bigger self room to swing itself. Many a man commits suicide who does not put a razor to his neck or a pistol to his head. Some of the dearest men on earth are those who are found every day at business and Sundays in the church. "Cast thy bread upon the waters for thou shalt find it after many days. Give a portion to seven and also to eight for thou knowest not what evil shall be upon the earth." Get out of yourself. Do a little more than serve yourself or even those you must legally support. Put a little money, or better still a little brains or heart into some of the enterprises that go to make the world better. You will get it back a hundredfold in broader views, enlarged sympathies and greater wholesomeness of life. The man who lets business get hold of him will turn a mummy in a year. You are pretty well dried up now; make a break before the undertaker gets you.

Noise is the refuge of error and the argument of fools. When you have a good cause don't howl. The man who rages and roars may think he is getting there, but the "still small voice" does its work in the end. Enthusiasm is a good thing in its place, but its place is behind and not in the band wagon. "The words of a wise man are heard in quiet more than the cry of him that ruleth among fools." There is always a "saving remnant" to listen to the fellow who knows what he is talking about, after the hot-air artists and four-flushers get through with their fireworks. Don't be carried away by noise. Tom-toms have their place in Africa and war dances in the cannibal islands, but in civilized lands people's ears and eyes are tuned to softer and saner scenes. When you are tempted to fight with your voice, don't. Give the froth a chance to subside and then drop a little common sense into the pot.

SEED
SOWING

DEAD
FLIES

DON'T
GO OUT

HAVE
AN AIM

ABOUT
MUMMIES

ONLY
FRÖTH

More Gossip on Fall Shoe Styles

(Continued from Page 30)

forepart and it is freely predicted that this will be the best selling style for the city trade the coming Fall. This style of last carries a low, recede toe, quite narrow at the end. The vamp length differs and is all the way from three to four inches.

"But, after this style is well established in the city and larger town trade, along with the Parisian dance ideas comes a new toe—the Paris, with a square effect. This type of toe was illustrated in the Retailer several months ago. While at first this toe was not seriously considered by retail shoe dealers, it now looks as if it is up to the retail trade to decide its fate, as the manufacturers are really putting it in the fall samples. Here, therefore, is a really serious problem: Will the short vamp, stage effect broad toe Paris last sell alongside of the long drawn out vamp? Or will one go and the other fall? You, Mr. Retailer, are going to be shown both lasts, and doubtless you will be advised by more than one shoe salesman to buy—both. It no doubt is true that the Paris last, either long or short, for you will see it both ways, has points in its favor. It is new. It is perhaps "the latest thing." But will it displace the long vamp now winning so much favor, and will it sell side by side with the established style? It is in the samples, something is going to be done with it—by you.

"That patent leather will continue to lead in popular favor there is not the slightest room for doubt. The growing importance of patent leather has continued unabated since its return two seasons ago; and for dress wear it has displaced all other leathers. In boots, patents are most conspicuous in vamps with whole cloth or brocaded quarters. In fact, there is no style on the market at the present time so popular as this shoe with a leather Louis heel and plain toe. In a turn, the wood Louis heel is preferred, in fact, few turns are made with leather Louis heels, this style being used principally to combine with light welts.

"So great is the demand for patent that other leathers

do not seem to have a "look in" in the fall samples. But for sake of variety there is a sprinkling of calf, kid, red, bronze, white and other leathers. Mat kid has taken quite a prominent place in the samples and this leather looks very pleasing made over a turn last. It carries out the idea of lightness and may prove popular if the leather stands up in the shoe. Dull calf is shown in less liberality and there is much speculation as to what place it will take, although it is stronger in the sample lines than kid, suede or other



MEN'S PATENT BUTTON, BLACK SERGE TOP, LOW HEEL,
TWO ROWS STITCHING ON TIP, DROP TOE
—TETRAULT SHOE MFG. CO.

leathers or finishes. For street wear gun metal shoes will probably have their usual good sale and a dealer would be unwise to buy all patents or let himself be led into paths of danger by any sort of craze. Bronze seems to have had a revival and the larger dealers have been handling bronze slippers and colonials this winter with success. Fabrics are strong. Some boots have all fabric uppers, although the combination of patent with vesting brocades and other cloths will be the more popular. Some plain gray and tan cloth



Here are three unique and typical American styles which are illustrative of some decidedly new things that are being presented to the trade. The one on the left is a gaiter boot with narrow recede toe, patent vamp, square throat and fawn colored brocade top, with buttons to match, made by Ziegler Bros, Philadelphia. The shoe in the centre is a 12-button welt made on the new French last, with square

toe effect and square throat, with full quarters of fawn color serge and kidney heel, made by J. Albert & Co., Brooklyn. The one on the right is a decided novelty and is known as the Cube boot. It has a patent vamp, gold cloth top, cube tip and narrow toe last, Cuban-Louis heel, shown by Chas W. Strohbeck, Inc., Brooklyn. The styles are likely to sell well only in the large cities.

quarters and tops will be seen, while, on the other extreme, handsome imported gold cloths and gold and silver brocades make the samples glitter with their beauty.

"Although constant efforts are being made to popularize lace boots, the button boot still reigns almost supreme. While fewer buttons are seen on the boots, the best styles call for 10 to 12 buttons, and the popular priced boots carry 14 to 15 buttons."

The Regal Shoe Co., Toronto, are showing an exceptionally fine range for Fall. They have installed four new lasts, three of the receding toe type and one of the full, round toe. All the new shades in mahogany tan, nut brown,



GUN METAL PUMP, CORDED SILK BOW, CUBAN HEEL—BY WALKER, PARKER & CO.

storm calf, willow calf and other lines are witnessed. Among the special offerings are a vici-kid, whole quarter blucher, full double waterproof sole, chocolate lined, on the new Clog last. Raglan cut bluchers in all leathers, plain toe bals and bluchers, and others with double corded tips, are much in evidence. A Walpole welt blucher, in winter calf, with one-half bellows tongue, double viscolized sole, is a winner. Blind eyelets are observed on a number of the fine samples, while in dress shoes patents of all kinds are displayed, some with cloth tops and nine buttons, with recede toes, extra large heels and wide shanks. For Winter wear in the western camps the firm are showing a moose head blucher with full double viscolized sole. Many of the shoes are leather lined and they come in all leathers. The number of bals and bluchers are the largest ever turned out by the



WOMAN'S PATENT SLIPPER WITH WHITE KID INSET, SQUARE TOE, LOUIS HEEL

company and reveal skilled workmanship and splendid finish in all points.

The Adams Shoe Co., of Toronto, are putting out an exceptionally choice range in children's, misses', youths' and little gents', going direct to the trade. These goods are both turn and McKays and are made on foot form lasts and in the latest leathers, patents, gunmetals and tans predominating. In the infants' and children's lines are seen black, brown and gray suede; blue, red, chocolate and other colors in kid, as well as several hues in calf. Many of the patents have colored tops, the combinations being very pleasing. In the larger sizes, buttons predominate and the shoes are solid throughout. Several Napoleon buttons, in kid, calf and other leathers, with patent and self cuffs on nature shaped

lasts, are particularly pleasing. Mr. Tolton, their western representative, left for the Prairie Provinces recently.

The John McPherson Co., of Hamilton, are showing a splendid range in women's welts and McKays on the short recede and pointed toes, with and without tips, with brocade and cloth toppings and quarters. A choice offering is a patent leather button with brocaded top and kidney heel. Another of shiny leather on a New York last has cloth quarters, and another possesses a pointed vamp and pointed tip, which is a really novel effect and carries a Cuban heel. A patent leather bal with brocaded top and tango tie attachments, silk ribbon lace, is a rather unusual mode. Another shoe is somewhat unique, being a mahogany tan button, with tartan top and Cuban heel, while the same effect is seen with a patent vamp. The real tango, with a spool heel and small steel ornament is very pleasing, as well as a kid pump, with steel ornament on the side. In men's, several new lasts have been installed, including Yale, Justice and a new English last, mostly all having the receding toe, yet some carry a full wide toe. Some offerings are a patent leather button with gray suede top, patent with cloth top and plain toe, etc. Mahogany tans in both blucher and bal and various other creations in calf leather, some with blind eyelets, plain stitched tips, low heels and wide shanks are seen; the whole embracing a splendid assortment.

W. E. Gerrish, who represents P. J. Harney & Co., of Lynn, Mass., was in Montreal, Toronto, London and other cities during the past two weeks, and is now touring Western Canada in the interests of that firm. Mr. Gerrish is showing a particularly fine line this year in women's welts, with long, receding toes, both plain and tip, and a variety of heels such as Louis, half Louis, kidney and spool. Several of the samples, known as the Tango, had inserted in the sole twelve small rubber blocks in parallel rows, to prevent slipping. This feature is patented by the P. J. Harney Co. Quarters in bronze, satins, velvets, fawns, grays and other pleasing combinations were observed, with circular vamp of patent leather, gunmetal and kid. The overgaiter effect, with a pleasing combination of fawn and black, was striking. The New French last, with very short forepart and square toe, with rounded corners, was witnessed in patent, gunmetal and kid. The graceful outline and finish of the P. J. Harney Co.'s range of offerings this year are much admired, and Mr. Gerrish reports a fine business.

Norman P. Merrill, representing Bliss & Perry Co., Newburyport, Mass., was showing some decidedly natty and artistic offerings in the slipper line in Ontario towns during the past few weeks, in pumps, Colonials and strap slippers. Quarters of tinsel cloth and brocade were well to the front, while several pleasing specimens were seen in bronze kid, satins of every color, patents, dull kid and other lines. Heels ranged from 10/8 to 2½ inches, the Cuban Louis and the real Louis predominating. The trimmings evidenced a wide variety, cameo ornaments placed on the side being particularly noticeable. Strap slippers and slippers with Tango effects were displayed with ornaments of rhinestones and beaded bows, while a few had rosettes. Other low cuts had beaded trimmings in jet and steel.

Richard Weston, of the Weston Shoe Co., Campbellford, spent a few days in Toronto this week. The firm put in a number of new lasts during last season and their Fall samples are more representative in character than ever. A large number of patent leather boots with cravenette tops, some on recede and others on the semi-recede toes, are being shown. There are also some fine offerings in gunmetal and kid. In the misses' and children's line, nature shaped lasts are being displayed and all leathers are represented, the leading being patent, box calf and pony colt. The firm are now turning out over 600 pairs a day.

Sixty-Two Years of Wedded Life

John Hellyar, the veteran shoe merchant of Bowmanville, Ont., will, on April 22nd, celebrate the sixty-second anniversary of his wedding. Mr. and Mrs. Hellyar are still in good health and reside at "Gladstone Villa." They were married at the Bible Christian Parsonage, Cobourg, on April 22nd, 1852. They made their first home in Cobourg for a couple of years, and afterwards removed to Tyrone, where they lived for twenty-nine years. Since 1883 they have been respected and honored residents of Bowmanville. Numerous friends in the trade will extend congratulations and trust that the venerable couple may enjoy many years more of happiness and prosperity. Both Mr. and Mrs. Hellyar are natives of St. Eval, Cornwall, England. When Mr. Hellyar was only five years of age his father died so that he was early left to make his own way in the world. As a youth he was apprenticed to Mrs. Hellyar's father and with him, learned the shoemaking trade with which he has been identified all his life. Mrs. Hellyar was Miss Catharine Brenton and as a child played with her future husband. The result was that they became closely acquainted, and the intimacy ripened into affection, and on April 11th, 1850, when the Brenton family sailed for Canada, Mr. Hellyar accompanied them to the "New Land." He was married just two years later.

Starting New Shoe Factory in Toronto

As announced in the last issue of the SHOE AND LEATHER JOURNAL, George A. Blachford, intends establishing a new shoe factory in Toronto for the making of women's flexible Goodyear welts, in which line the industry will specialize. Negotiations are now being completed for a site, and an equipment will be installed capable of turning out three hundred and fifty pairs daily. The name of the enterprise will be The Blachford Shoe Co., Limited, which will be incorporated with a capital of \$40,000.

George A. Blachford will look after the manufacturing and executive ends, while Charles A. Blachford will super-



GEO. A. BLACHFORD

vised the selling and styles departments. It is proposed to produce a trademarked shoe to retail at the popular price of \$4.00, and it is expected that the new factory will be in operation within a month, samples already being under way.

Widely known to the Canadian trade as an expert shoe-

man, having for the past four years been general superintendent and salesmanager of the Murray Shoe Co., Limited, London, G. A. Blachford is a Toronto boy, and a son of H. P. Blachford. His first experience in the shoe line was with Faunce & Spinney of Lynn, Mass, makers of misses' and



CHAS. A. BLACHFORD

children's fine welts and turns. He was associated with them for eight years in the order and stock departments and general work of the factory, gaining a thorough experience. He was later with the Minister Myles Shoe Co., Toronto, for four years covering the Maritime Provinces and was then appointed salesmanager of the Murray Shoe Co., and afterwards general superintendent.

Chas. A. Blachford, who will be associated with him in the new factory, has been for seven years with Blachford, Davies & Co., wholesale shoes, Toronto, and during the past three years has looked after the city trade personally. He has a large number of friends in the footwear realm, and as a salesman is energetic and successful. The Blachford Shoe Co., which will sell to the trade direct, starts under the most favorable auspices.

Messrs. G. A. and C. A. Blachford are cousins and their entrance into the shoe manufacturing line marks the third generation of the name associated with the shoe line in Canada. The Blachford family have built up an historic and enviable record.

Rubber Footwear Will Advance

The placing season for rubber footwear selling is nearly completed and all the Companies report orders as being satisfactory. The inducements held out for early buying have resulted in the majority of dealers giving their orders now instead of delaying matters until a later period. It is expected that a revision of prices will take place at the end of the month and that present quotations will be considerably increased. It is likely that the 10% discount which the independent companies have given for early placing will be withdrawn and that the net price list of the Consolidated Rubber Co., will also be advanced. All the concerns this year made a particularly strong effort to get as large a placing business as possible during the months of March and April, and any shoe retailer who has not taken advantage of the special offers will likely have to pay more for his stock of rubber footwear. Last year an increase went into effect

considerably earlier than May 1st, but the companies have been holding aloof until the latter date, during the present season, to give every dealer a chance to avail himself of the low prices, which have been prevailing.

He Likes the Road Life

A man who likes the road and is acquainted with the shoe game in all its branches, from the bench up, is C. A. McKimm, who has recently been appointed eastern Ontario representative for the Aylmer Shoe Co., of Aylmer, and the Nursery Shoe Co., of St. Thomas. Mr. McKimm, whose name is well known in shoe circles, was in the boot business in Smith's Falls for twenty years, as well as running a store in Brockville for ten years of that time. These were



two of the largest shops in eastern Ontario. Several years ago, Mr. McKimm was the first retailer to put on a Spring Shoe Opening, following out much the same lines as the millinery stores. He had a full orchestra in attendance, the walls and windows were decorated with flowers and nicely printed invitations were sent to customers, requesting them to call and inspect the new spring styles from 3 to 9 p.m. Mr. McKimm has many friends in eastern Ontario, is pleasant in manner and likes the shoe game. He was for several years representative of the Regina Shoe Company, of Montreal in the East.

How Findings Pay the Rent

It is hard to believe in these times that any dealer could remain in the dark, for any length of time, as to the advantages in selling findings, still there are men in the shoe business to-day who are in the dark when it comes to their findings department. In selling findings a dealer makes more actual profit, on the money invested, than in any other department in his store, says the Shoe Retailer.

Some might doubt the statement that a well conducted findings department will pay all the rent, and, in many cases, pay the salary of a salesman, but it is nevertheless a fact that this would be the result of concentrated effort on the part of everyone in the store to push findings.

The following list of articles, which are staple in any findings stock, shows the profits that can be made and it is a very easy thing to turn a findings stock as many as six times a year:

Profit Possibilities on Staple Findings

| | Cost | Selling Price | Profit |
|---------------------------|---------|---------------|---------------|
| Arch supports | \$1.00 | \$2.00 | 100 per cent. |
| Bunion Protectors | .30 | .50 | 67 per cent. |
| Ladies' Rubber Heels..... | Average | | 100 per cent. |
| Men's Rubber Heels..... | Average | | 100 per cent. |
| Shoe Trees..... | .50 | .75 | 50 per cent. |
| Dressings | Average | | 100 per cent. |
| Insoles (cork) | .05 | .10 | 100 per cent. |
| Footpowder | Average | | 100 per cent. |
| Shoe Laces | .03 | .05 | 66 per cent. |
| Stocking protectors | .15 | .25 | 66 per cent. |
| Ice Creepers | .12½ | .25 | 100 per cent. |
| Corn Cures | .06½ | .10 | 54 per cent. |
| Overgaiters | Average | | 66 per cent. |

Average 82 per cent.

This list, of course, is not complete, but gives some of the real staple sellings in findings. Many of the fancier articles, such as buckles and poms-poms, show as high as 200 per cent. profit, but, unlike the goods tabulated they are somewhat of a gamble.

As an example, take a store in a small city, where clerk hire is not high, where the population is about 12,000, in a well regulated findings department in any store the monthly profits on the thirteen articles listed above should be about \$67.35, figuring on the basis of profit herewith set forth.

Don't Be Profit Shy on Shoes

The SHOE AND LEATHER JOURNAL has a booklet sent out to retailers by a wholesale firm, in which they set forth that the dealer can make 40 per cent. profit on one of their lines. According to the selling talk given, the dealer buys a quantity of this line at \$5.00 and sells it at \$7.00, making \$2.00 on the transaction. This is figured out as giving the dealer 40 per cent.

Figuring on the cost price, this is, of course, 40 per cent., but if we figure it on the selling price—the basis on which every merchant figures his expenses—we find it is only \$2.00 made on a sale of \$7.00, or 28 4-7 per cent. For argument's sake, we will say that a dealer's expenses are 22 per cent.—of course, on selling price, because they are always figured that way. He would imagine, according to this booklet, that this line would net him 18 per cent., while in truth it would only net him some 6 4-7 per cent.—which it must be admitted is considerable of a difference.

Many dealers are being fooled, and are fooling themselves by the incorrect figuring of profits. They don't seem to recognize the difference between profit on cost price and profit on selling price. Let us suppose, for example, that a dealer's expenses figured out at 18 per cent. He might think that if he got an average profit of 20½ per cent. on the cost price of goods that he would be making money. That is just where he would be fooling himself, and fooling himself badly, for 20½ per cent. on cost price would only mean 17 per cent. on selling price. If his expenses figured out at 18 per cent. he would be losing 1 per cent. on all business done, instead of making a profit as he supposed. Surely, there is much need of examining thoroughly into this question of profit. There are not a few retailers who think they are making a profit on certain lines when they are not, and they will soon find it out.

Very frequently, travelers in putting before retailers, the profit to be made on the line they sell, figure their percentage of profit on the cost price, and not on the selling price. Such a traveler will tell the dealer that the line will pay him a profit of 25 per cent.—but that is on the cost, and only means 20 per cent. on selling price. In the same way, 33 1-3 per cent. quoted on cost only means 25 per cent. on selling price—38.9 per cent. on cost only means 28 per cent. on selling price—and so on.

Says the Report is a Joke

Editor Shoe and Leather Journal:

Sir.—We notice in your edition of April first, a copy of a report sent by U. S. Consul Freeman to his government purporting to cover prices of leather and rubber footwear in the Sydney district. A portion of this report was published in a local paper but was so at variance with the facts that it was looked upon by the local trade as the regular consular joke. We are consequently somewhat surprised to find this report in the JOURNAL, as we feel certain that a little investigation would have placed it in the waste basket rather than in your columns.

Mr. Freeman may be a leather expert, but if so, his experience is hard to detect. We imagine that the slick, shoddy American boot appeals more to his eye than the strong honest Canadian working boot, to his experience. Our working people will not use the \$2.00 American paper and leather boot that he quotes so feelingly. The boot they use is a solid leather containing scarcely a single feature of the American Art Creation.

Shoes at \$4.00, \$5.00, \$6.00 and \$7.00 compare very favorably with the same priced goods sold either in Boston, New York or Philadelphia. In fact, the Canadian last at \$5.00 and \$6.00 contains probably a greater amount of honest workmanship than any American boot of equal price.

Any one at all acquainted with the Rubber trade during the past few years is aware that the Consul's report is the worst rubbish. Canadian prices for several seasons were lower than American. Today, popular priced first quality Ladies' Rubbers in Sydney are 85c., not \$1.25; Men's, \$1.00 to \$1.25, not \$1.50. Long hip boots, \$6.50, not \$8.50.

Yours truly,

CROWELLS LIMITED.

Sydney, C. B., April 7, 1915.

Reorganizing Slater Shoe Co.

At a meeting of the creditors of the Slater Shoe Co., Limited, held in Montreal on April 6, there was a large attendance. It was decided that a committee of three, composed of Messrs. Feates of The Brockton Rand Co., Brockton, Mass., Fisk; of Fisk Limited, and Stuart, of Anglo-Canadian Leather Co., be appointed a special committee to examine the statement shown by the company in explaining their position to their creditors.

This committee reported later in favor of accepting the offer of Messrs. Locke, Gauthier, Dufresne and others, to take over the assets of the present Slater Shoe Co., to re-finance it and put it on a sound basis upon the understanding that each and every creditor having claims against the company signify his willingness to accept 80 cents on the dollar. Such acceptance must be handed in in writing on or before April 20. If all the creditors accept this exceedingly liberal offer each and every claim filed will be paid for at this rate in cash on May 1. The committee were very strongly opposed to any of the creditors forcing the concern into bankruptcy as this would involve long drawn out liquidation proceedings with the prospect of the creditors realizing very

much less than they will now receive on the present tentative offer and that only after a long wait of from one to two years on account of the peculiar circumstances involved. The general feeling is that if skilled shoemen like Messrs. Locke, Dufresne, Gauthier, and their associates reorganize the company, it will be reorganized on a very sound basis and with ample financial backing to enable it to win success from the start. These men, of course, would be on the board of directors, and would have the say in controlling the policy of the company. It must be pointed out that this, of course, is purely a tentative bid conditional upon the acceptance by the creditors of their bid of 80 cents on the dollar. It is fully expected that this offer will be accepted before the time limit expires.

Easter Trade Was Very Fair

Reports from various points in the Dominion, show that a very good Easter trade was done although in a large number of centres the volume of business was not up to last year. Although the festival was observed nearly a month later than 1913, weather conditions were not at all favorable, and the general quiet tone of the trade generally did not result in any particularly large sales. The one bright spot of the holiday period is that most dealers report a remarkably good Saturday previous to Easter Sunday. With the advent of warmer weather, it is expected that Spring styles will move more rapidly, and the retail shoe trade in general reveal augmented activity. Practically all Spring goods have been shipped and the majority of dealers have their stocks in good shape. A number of merchants are already advertising oxfords, sporting shoes, pumps, and other classes of light footwear, which are in constant requisition at this time of the year. The feeling seems to be that trade will considerably improve in the next few weeks.

Salesman Who Loves a Good Horse

Wm. S. Wood, is a man of many parts. He is head of the firm of W. S. Wood & Co., shoe dealers, and for several



years has represented the Kaufman Rubber Co. in Western Ontario. The accompanying illustration was taken in front of his residence in St. Catharines one morning last Winter, just when he was preparing for a drive. Mr. Wood dearly loves a good horse, a dog and outdoor life. He is noted for sending out unique advance cards before calling on the trade and has made a great many friends in Western Ontario. He is an ardent curler, a good shot with the gun, and a first-class salesman.



AMONG THE SHOE MEN.



G. J. Trudeau, Montreal, was in Boston recently.

M. Boyer, dealer in shoes, Montreal, has registered.

O. M. Melanson, Shediac, N.B., was in Montreal last week.

H. W. Algeo, of U. S. M. Co. of Canada, was in Boston recently.

R. E. White, shoe dealer, of Kamloops, B.C., is going out of business.

J. L. A. Lemieu, of Kieffer Bros., Montreal, was in Quebec recently.

Fred Bush, shoemaker, of Macleod, Alta., suffered a total loss by fire.

Lambert & Bilodeau, dealers in shoes, Montreal, have recently registered.

W. J. Thurston, of Guelph, was in Toronto this week calling upon the trade.

Harry Thompson, of the Thompson Shoe Co., Montreal, was in Toronto lately.

Mr. Larochelle, jr., of J. H. Larochelle & Fils, Quebec, was in Montreal recently.

Poitras & Poitras, shoe dealers, Victoriaville, Que., have dissolved partnership.

The Dominion Last Remodelling Co., of Montreal, recently registered in that city.

W. Bruce Maddison has opened a shoe store on St. George street, Moncton, N.B.

A. Meyers, of the Meyers Shoe Co., Montreal, was in Toronto last week on business.

The Waldorf Shoe Store has been opened at 762 St. Catherine street east, Montreal.

J. B. Edington, boots and shoes, of Macleod, Alta., has advertised a change in ownership.

H. B. Johnston, leather manufacturer, Toronto, was in Boston recently on a business trip.

Bert Abernethy, of the Abernethy Shoe Co., Kingston, was in Toronto this week on a visit.

A. E. Medcalf, of the Nursery Shoe Co., St. Thomas, was a business visitor to Toronto lately.

Herbert Bee, formerly cutting room foreman at the Relindo Shoe Co., Toronto, has resigned.

D. McDermott, of the McDermott Shoe Co., Montreal, was in New York for the Easter holidays.

J. F. Cairns, of Saskatoon, Sask., was a recent visitor to New York and other eastern cities on business.

Mr. Williams, of Ames-Holden-McCready, Limited, Montreal, is spending a few days in St. John, N.B.

F. S. Davey, dealer in shoes and groceries, Wroxeter, Ont., was in Toronto recently calling upon the trade.

O. Bernier, shoe retailer, has removed from 62 Notre Dame street east, Montreal, to 95 Notre Dame street.

The assets of Chas. Donnelly, shoe retailer, of St. Catharines, will be sold by Suckling & Co., Toronto.

W. A. Kearney, of Getty & Scott, Limited, is calling upon the Nova Scotia trade in the interest of his firm.

R. H. Henderson, secretary-treasurer of Geo. A. Slater, Limited, Montreal, spent the Easter holidays in Toronto.

I. W. Johnston, of Galt, is covering the Maritime Provinces in the interest of the Cook-Fitzgerald Co., London.

Thirst Stevan, a Swede, hanged himself by a bootlace to a fence in one of the back streets of Lachine recently.

He bore in his pocket a railway and steamship ticket from Winnipeg to Liverpool. Do not use laces in this way.

John V. Hatch, superintendent of Gale Bros. & Co., Quebec, spent a few days in Toronto during the past week.

Mr. Rouillard, assistant manager of Rena Footwear Co., Montreal, recently resigned his position with the company.

It is stated that during the coming summer, the plant of the Granby Rubber Co., at Granby, will be considerably enlarged.

A. F. Kierstead is calling on the trade in Nova Scotia and New Brunswick in the interest of the Hartt Boot and Shoe Co.

The "Public Benefit Shoe Co." is the name of a new Montreal shoe store recently opened at 210 St. Lawrence Boulevard.

Kermode's shoe store, of Nanaimo, B.C., has moved into larger and more up-to-date quarters in the new Grand Hotel Block.

A. R. Trudeau, manager of the Brockton Shoe Co., Toronto, who has been ill for several weeks, is able to be around again.

Several pieces of machinery have been installed by U.S.M. Co. of Canada in the factory of the James Muir Co., Maisonneuve.

Charles Fogelberg, of Gourlay & Fogelberg, Limited, Berlin, is spending a few days in Boston and other Eastern centres on business.

F. W. Knowlton, of Montreal, general manager of the United Shoe Machinery Co., of Canada, was in Toronto last week for several days.

Mr. Honan, formerly foreman of the Slater Shoe Co., Montreal, has been appointed superintendent of the Jas. Muir Co., Maisonneuve.

Robt. McAllister, who covers Western Canada for Geo. A. Slater, Limited, was in Toronto last week showing a fine range of fall samples.

Frank Power and Fred Hull, who represent La Parisienne Shoe Co., Montreal, in Ontario, have left for their respective territories.

W. F. Martin, of the Kingsbury Footwear Co., Montreal, has been in Boston, Haverhill, and other American shoe centers the last few days.

C. S. Corson, sales manager of the Regal Shoe Co., Toronto, leaves in a few days for the Western Provinces on his semi-annual business trip.

Robert Wilson, representing Walker, Whitman Co., Campello, Mass., was in Toronto and other cities last week showing a fine range of samples.

Trumbell Warren, president of the Gutta Percha and Rubber, Limited, Toronto, is spending several weeks in Great Britain and the Continent.

H. R. List, sales manager of the Louis Gauthier Co., Quebec, was in Toronto this week on business and called upon a large number in the trade.

The ratepayers of Brampton will shortly vote on four money by-laws, one being exemption of taxes for a term of years to the Williams Shoe, Limited.

J. T. Tebbutt, of the Tebbutt Shoe and Leather Co., Three Rivers, Que., was in Montreal, Toronto and Ham-

ilton this week on business. He reports that his company is busy and the demand for the Doctor's Antiseptic and the Professor Gold Cross Shoe is good.

Alex. Chisholm, shoe retailer, 1687 Dundas street, and W. T. Fegan, 88 Queen street west, Toronto, are spending a few days in New York and other eastern cities.

D. Lorne McGibbon, president of the Canadian Consolidated Rubber Co., and the Consolidated Felt Co., who has been ill for some time is rapidly improving.

John Sears, salesman in Nova Scotia for "Amherst" shoes, reports good sales. He has been with the Amherst Co. for a number of years and resides in Antigonish.

Building operations have been started on the new addition to the United Shoe Machinery Co.'s plant in Maisonneuve, and the first two floors are already completed.

Messrs. Hayward & Canning, late of Galt, have started a complete shoe repairing plant at the corner of Dundas and Keele streets, West Toronto, and are doing a fine trade.

Russell Bros. have moved into their new store in Fort William. It is 75 feet deep by 25 feet wide and is one of the newest and most attractive footwear houses in the country.

W. C. Bartlett has removed his store from 113 Roncesvalles avenue to 1287 Bloor street west, near the corner of Lansdowne avenue, Toronto, where he has well equipped premises.

Entrance was recently made to the wholesale shoe house of R. B. Griffith & Co., 60 Gore street, Hamilton, by the back door being pried open and several pairs of shoes were stolen.

Allan's shoe store, Carleton Place, has installed a new and modern front and the appearance of the premises is greatly improved. The shop is now one of the handsomest in the town.

A building permit has been issued to Bachrack Bros. for the reconstruction of their store at 234 Yonge street, Toronto. About ten thousand dollars will be expended in improvements.

The assets of the Elkman Shoe and Supply Co., of Brampton, who made an assignment sometime ago, have been sold to the J. W. Hewetson Co., of that town, for fifteen hundred dollars.

Several Montreal retailers suffered damage during the heavy windstorm of Sunday, April 12th, among them "Tom" Dussault, St. Catherine street east, whose large plate glass window was shattered.

W. J. Elliott and wife, of Coldwater, Ont., were in Toronto for several days recently. Mr. Elliott is one of the most successful merchants in that village and handles a splendid line of footwear.

W. H. Schulze, sub. manager of the Moenus Machine Co., Frankfurt-a-Main, Germany, has been visiting the leading American and Canadian centres. He spent a couple of days in Montreal last week.

Will J. Baggs, 678 Shaw street, Toronto, has been appointed Canadian representative for the J. G. Curtis Leather Co., Ludlow, Pa., manufacturers of flexible inner-soles, Goodyear, Gem and McKay.

Charles E. Slater has been awarded a large contract by the Militia Department, Ottawa, for supplying the permanent force with shoes known as the "Army Shoe," which is a special blucher gotten out by Mr. Slater for military purposes.

Now is the time to boom the sale of spring findings. Several city retailers are featuring this line of goods in all their spring window displays. The sales of polishes and dressings of all kinds should be looked after constantly, as the profits are very satisfactory.

The capital stock of the Cook-Fitzgerald Co., of London, shoe manufacturers, has been increased from fifty

thousand dollars to two hundred and fifty thousand dollars by the creation of two thousand shares of new stock of one hundred dollars each.

Geo. H. Taylor, who will represent the Kingsbury Footwear Co., Montreal, in Ontario this season, left for that territory last week. J. D. Campbell, Maritime Provinces, and A. J. Pinsonnault, Quebec Province, have also started on their Fall trips.

The employes of W. J. Gibson's factory and the Gananoque Harness Works, Gananoque, Ont., who were locked out six weeks ago on account of their becoming affiliated with the American Harness Makers' Union, have returned to work, the trouble having been settled.

F. A. Lovell, superintendent of the Cook-Fitzgerald Co.'s plants, London, has returned from a visit to Brockton, Mass., and vicinity. John V. Flanigan, vice-president of the company, spent the Easter Holidays with his family in Boston and New York.

Messrs. Sharp & Hastings, who are connected with the Western Tire and Rubber Co., have been spending some days in Regina, where a big factory will be erected and within two years employ 500 men. The company will make tires, belting, mechanical rubber goods and hose.

John Brotherton, shoe retailer, 550 Yonge street, will shortly start the erection of a handsome new brick store at 578 and 580 Yonge street. The structure will be three storeys high and in dimensions 98 x 26 feet. Mr. Brotherton expects to occupy his new business by September 1st.

W. E. Bryan, general president of the International Union of Leather Workers on harness, and G. R. Brunet, organizer for the American Federation of Labor, were in Montreal recently conducting an active campaign for the formation of a union of the members of the trade.

S. Brunton, late of New York, has been appointed manager of the upper store of the Royal Shoe Co., at 772 Yonge street, Toronto, succeeding C. J. Simpson, who has gone to Hamilton. Mr. Brunton has had wide experience in the shoe trade in Scotland, the United States and Canada.

J. Frank has opened a shoe repairing department at 386 Somerset street, Ottawa, under the name of the Boston Electric Shoe Repairing Co. Mr. Frank, who has had twelve years experience in this line of work, has installed two of the latest Fleming Electric Repairing machines.

The leather workers on horse goods have organized a local union in Montreal. W. E. Bryan, of Kansas City, general president of the International United Brotherhood of Leather Workers on Horse Goods and others, were successful in organizing the union. A charter will be applied for.

F. J. Fitzgerald, who has been with the Cook-Fitzgerald Co., Limited, London, for a number of years in both the office and factory, is now covering Northern Ontario and the towns in Alberta outside of Calgary, Edmonton and Medicine Hat, for the company. He is a son of president C. J. Fitzgerald and is meeting with good success on the road.

Arthur L. Wilson, son of Robert Wilson, Hamilton's oldest shoe retailer, was married at Warren point, Ireland, on April 29th. Mr. Wilson and bride are spending their honeymoon in England, France, Germany and Holland, and expect to return to Canada about the middle of May. Numerous friends will extend their congratulations and wish them every happiness and prosperity.

Berlin is to have another felt shoe factory. It will be started by Oscar Rumpel, late superintendent of the Berlin Felt Boot Co. Mr. Rumpel has leased a large portion of the Williams, Greene & Rome building on South Queen street, Berlin, and will install the latest equipment. His brother, Walter G. Rumpel, has completed a factory build-

ing on Victoria street for the manufacture of felt. Oscar Rumpel will obtain his felt supply from this plant and it is expected that in a short time the new industry for the production of felt shoes will be in operation. J. Maddocks, of New York, has been appointed superintendent of the Con-

solidated Co.'s local plants in Berlin, succeeding Oscar Rumpel.

A fresh furnace fire in basement of Walker's shoe store, 140 James street north, Hamilton, caused passing citizens who observed smoke coming from the chimney down over the roof to think the building was on fire. An alarm was turned in but the services of the department were not required.

The new front which W. Powell, shoe dealer, Dundas street, Toronto, has installed in the building owned by him is one of the most attractive and artistic of any in the province. Mr. Powell, who conducts two stores on Dundas street, is a live and aggressive retailer and is doing a splendid business.

Charles F. Hayes, who has been superintendent of the Barrie plant of Underhill's, Limited, has resigned. He has had many years experience in fine shoemaking, having held responsible positions in both Canada and the United States. Mr. Hayes, who is residing at 610 Jarvis street, Toronto, is at present open for an engagement.

Charles Moore, who has been foreman of the bottoming department in the Galt Shoe Mfg. Co., of Galt, Ont., left recently for Rochester, N.Y. Previous to his departure he was presented by the staff of the bottoming room with a handsome suit case, accompanied by an appreciatively worded address.

The Owl Shoe Store, 123 Yonge street, Toronto, of which Ed. Cook is the energetic proprietor, has opened a branch at 382 Yonge street, in order to meet the growing trade in that section of the city. The branch is under the direction of James Haslam, formerly of the head store, and is doing nicely.

W. C. Schimmin, manager of the women's shoe department of Rutledge & Jackson's departmental store, Fort William, Ont., recently pointed the ranks of the benedicts and his friends are extending congratulations. Mr. and Mrs. Schimmin returned a few days ago from spending their wedding trip in the East.

Wm. Howarth, who operates successful shoe stores at 952 Gerrard street east and 176 Main street, East Toronto, has opened a third store on Yonge street, Eglinton. Since starting in business about three years ago, Mr. Howarth has met with a large measure of success. He also conducts a repair shop on Greenwood avenue.

A charter has been granted to Honeyford & Vernon, Limited, of Collingwood, Ont. The capital stock is forty thousand dollars and the company is empowered to carry on a retail boot and shoe business. Among the incorporators are W. J. Honeyford, merchant, W. E. Vernon, commercial traveler, and W. B. Vernon, salesman.

Mrs. North, widow of Jas. C. North, shoe retailer, Picton, Ont., who died very suddenly on March 26th, passed away on April 5th, just ten days after her husband. Mrs. North had been an invalid for some years. Charles North, who succeeds his father in the shoe business in Picton, and Mrs. J. F. Rowland, of Brussels, are the surviving children.

Chas. E. Slater, whose well known shoe, the Tally-Ho, is being handled by several shoe stores in Canada, spent a few days in Toronto this week. Ye Booterye, 310 Yonge street, Toronto, which is featuring this make of shoe, had out a Tally-Ho for several days, which paraded the streets of Toronto and proved to be an excellent publicity medium.

On May 5, 6 and 7, in Paget Hall, Calgary, the retail merchants of Alberta will hold their annual convention. There are now over 80 branches of the association in the province, and these will all be represented by one or more delegates, so the convention should be largely attended and be of unusual interest. The basement of Paget Hall has been engaged as well as the upper hall for the use of this

RECOGNIZE HIS WORK AND WORTH

T. H. Rieder, who has been vice-president of the Canadian Consolidated Rubber Co., for some time, was honored at the recent annual meeting by being appointed vice-president and general manager. He will have active charge of all operations of the Company. Mr. Rieder is a Waterloo county boy, having been born in New Hamburg, and although only 38 years of age, yet he occupies today one of the most responsible and influential positions of any young man in Canada. Like many another successful captain of industry he began as a stenographer, his first position being with the Berlin Gas Company, where he typed letters part of the day and read meters the rest of the time. Later on he took a position in the office of the Breithaupt leather factory in Berlin, where he got a good, thorough acquaintance with routine work and accounting. Mr. Rieder's first connection with the rubber footwear game began just fifteen years ago this month, when he was appointed bookkeeper of the Berlin Rubber Co., which was then organized. He was given a small financial interest in the concern. Four years later the was successful in organizing a new company, known as the Merchants' Rubber Co., which has ever since been under his supervision and direction. In 1907 the Merchants and Berlin office were absorbed by the Canadian Consolidated Rubber



Co. Limited, and Mr. Rieder whose fitness, worth and general qualifications had long been recognized, was given the management of the shoe division of the factories of the Consolidated Co. Later on, he was elected a director, and today he is one of the directing geniuses and live wire forces behind a great and aggressive organization. An exchange pays him the following well deserved tribute. "Since Mr. Rieder assumed the General Managership of the Canadian Consolidated Rubber Company, Limited, about three years ago, extensive and beneficial changes in the personnel and policies of the Company have taken place, and there is not a member of the organization who cannot say that he has been personally benefited mentally, morally and in efficiency, by coming in contact with the generalship and ability which he radiates."

convention, and the lower hall will be used for exhibits of various products which will be installed by the wholesalers and jobbers.

A fire which destroyed the Cole Block on Second avenue, Saskatoon, doing \$200,000 damages, resulted in a serious loss to C. S. Pace, shoe dealer. He had a stock of about \$13,000, which was practically wiped out. The loss is covered partly by an insurance of \$9,000. Mr. Pace has many friends in the trade who will sympathize with him in his misfortune.

B. Ringler, formerly employed with Messrs. Barker & Patten, at Medicine Hat, has purchased the shoe business on King street, North Battleford, Sask., formerly conducted by C. W. Nolan, and known as the Royal Shoe Store. Mr. Ringler has had nine years' experience in this line of business. He is also contemplating some alterations to the interior of the store.

The following officers have been elected for the ensuing year for the Boot and Shoe Workers' Union, local No. 266, Montreal—President, O. Cote; vice-president, N. Poirier; recording secretary, L. Thibault; secretary-treasurer, C. McKercher; sergeant-at-arms, B. Lalumiere. The delegates to the Montreal Trades and Labor Council are Messrs. L. Thibault, C. Cote, B. Branche and N. Lalumiere.

H. A. Beatty is now associated with the A B C Distributors, with headquarters at 310 Yonge street, Toronto, who are the selling agents for several American shoe lines, including the American and other makes. Geo. E. Owens is representing the firm in Western Canada and M. A. Franklin in Northern Ontario, while Mr. Beatty will look after several Ontario cities and A. S. Many will sell in Quebec for the American British-Canadian Distributors.

John Ritchie, of the John Ritchie Co., Quebec, accompanied by Wm. T. Francis, the new superintendent of the company, was in Toronto this week meeting the trade. Mr. Francis, who is a former superintendent of the Emerson Shoe Co., at Rockland, Mass., has taken complete charge of the Ritchie factory and comes highly endorsed by many of the leading footwear manufacturers of the United States.

H. Dallas, who has been spending the past eight weeks in England, has returned to Toronto. Mr. Dallas, who represents several Old Country shoe and slipper firms in Canada, has secured some new agencies and expects samples in a few days. Business in the shoe line in the mother country, so far as export trade is concerned, is reported to be in a satisfactory shape, but so far as domestic business is concerned, conditions are only fair.

Fred. G. Thompson, dealer in shoes and harness, Woodford, Ont., died very suddenly on April 10th, in the fiftieth year of his age. Two days previously he had been in Owen Sound and had taken dinner with E. A. Edmonds, who represents Garside & White, Toronto, in Northern Ontario. Mr. Thompson stated that he never felt better in his life, but it seems on returning he was taken with a chill, and in a few hours dropped dead in his home.

Melville Durell, of the Durell Shoe Pattern Co., Toronto, who retired from business a couple of years ago, died in February and a few days ago his widow, Margaret J. Durell, ended her life at her home, 52 St. George street, Toronto. Melancholia resulting from the death of her husband and mother is reported to have been the cause. She wrote a note to several friends before shooting herself through the heart. No valid reason is assigned for her action, other than that she was lonesome and despondent, as she was well off.

It is reported that M. A. Packard Co., manufacturers of men's welts, Brockton, Mass., have secured a site in Maisonneuve, Que., just north of the James Muir Co.'s factory, and that they will start building in July. It is

understood that the new factory is to be in operation for next Spring's run. Representatives of the firm spent some days recently in Montreal looking over the situation, and it is said that they were favorably impressed.

The Preston B. Keith Co., Brockton, Mass., turned out a shoe recently which contained no leather. It is an oxford, with the upper part of brown waterproof army duck and a tongue of the same material. The innersole is felt and the toe lining is of tan duck. The quarter lining is of imitation leather. The shoe has a rubber welt, also a sole and heel of rubber. The counter is horn fibre. The toe box is of felt, and the heel seat is nailless. Some shoe that!

John Huxley, sometimes called "Professor" after his great scientific namesake Sir John Huxley, is one of the best known and popular shoe travelers in Ontario, and has for many years represented the W. B. Hamilton Shoe Co., Limited. It is said he has decided to enter the contest for Second Vice-President of the C. T. A., on next year's Board, and if he is as successful in capturing votes as he is in securing orders for boots and shoes, he will not enter the contest on a bootless errand.

The Cook-Fitzgerald Co. have completed the installations in their new factory, known as Number Two and have commenced the making of shoes in that place, which

HAS ENTERED ON NEW DUITES

W. G. Borland has been appointed by Jackson & Savage, Montreal, to succeed the late F. W. Hills, in covering the territory including Ottawa Valley, and part of Quebec Province. Mr. Borland has just returned from his first trip



through that territory in the interests of his firm, and says that he feels he could not be given a better lot of shoemen to call upon, if he were to have his selection of any district in Canada.

Mr. Borland, who is a live young man, has been in the shoe business several years. He acted as purchasing agent for the United Shoe Machinery Co. of Canada, Montreal, for over three years, and has been with his present employers, Jackson & Savage for a period, of over four years, during which time he has acquainted himself very thoroughly with the line of goods which he has to sell. He is well known to the Eastern Townships shoemen, as he has, up to the time of his present appointment been covering that territory for a considerable period.

is modern in every particular. The firm have been exceptionally fortunate, in obtaining such a fine site so convenient to their present factory. This means the same careful supervision which has characterized the output of factory Number One, making Astoria and Liberty shoes so well and favorably known throughout Canada.

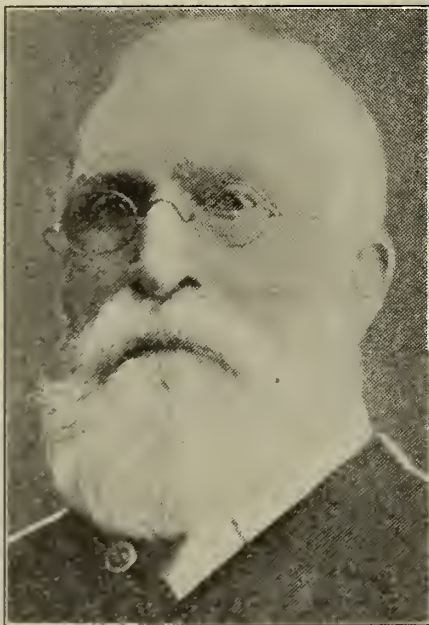
Central Leather, for the year ending December, 1913, earned 5.17 per cent. on common. A dividend at the rate of two per cent. was declared in December. Prospects are favorable for continuation, with chances of the stock being put on a 4 per cent. basis in time. The company has spent

ENTERS UPON HIS NINETIETH YEAR

Many of the older members of the shoe trade will no doubt recognize the picture of James Cooper, who is now residing in Boston, England.

Mr. Cooper is a native of Gainsborough, Lincolnshire, England, where he was born in 1825. Not satisfied with home prospects, he, in 1847, emigrated to Canada. His worldly possessions were only sufficient to meet his immediate wants, but he was endowed with a wonderful amount of energy, courage, and perseverance, and these traits of character, added to his knowledge of the shoemaking business, laid the foundation of his success as one of the foremost business men of Canada.

After working for a short time in Quebec, Mr. Cooper removed to Toronto, where he soon became recognized as one of the leading boot and shoe manufacturers. The business of the firm of Messrs. Cooper & Smith, under which he opera-



ted from 1872, was the most extensive in Canada. In addition to the large quantity of goods manufactured in Toronto, the firm were heavy manufacturers in Montreal and Quebec, and also imported extensively from the United States. They did a large business with merchants in all parts of the Dominion and also the West Indies and Australia.

During his entire business career Mr. Cooper held the esteem and confidence of his business associates and fellow citizens, and enjoyed extreme popularity among the working classes. In 1872, the presiding officers of the fifteen trades' unions of the city presented him with a beautifully illuminated address, "expressive of the deep sense of respect they felt for one who has the interests and welfare of their class at heart." On April 3rd he entered his 90th year. He is perhaps the oldest member of the Toronto Board of Trade.

considerable money making the plant one of the most up-to-date in the country. This was paid for out of earnings, and they have also paid off over \$1,000,000 bonds. This will, no doubt, increase earning capacity. Outlook for the business for this year is reported good.

The Public Benefit Shoe Co. have opened a new shoe store in Montreal at 210 St. Lawrence Boulevard, between LaGauchetiere and Dorchester streets. The company announce that they are backed by ample capital and are able to secure job lots and manufacturers' stocks when chance offers them at sacrifice prices. They have buyers on the road whose sole work is to look out for these shoe chances in both Canada and the United States, and every purchase made by their buyers must come up to a certain standard of quality or they will not take it.

Mrs. Jackson, wife of John Jackson, died recently at Clinton, Ont., in her seventy-sixth year. Mr. Jackson was for years in the shoe business in Clinton, which is now conducted by his son, Fred Jackson, who is Mayor of that town. The many friends of the latter will sympathize with him in the loss of a kind and loving parent and also owing to the fact that he suffered a second bereavement a few days previous in the loss of a brother, Rev. H. Jackson, who died in Harper Hospital, Detroit. Pneumonia was the cause of death of both Mrs. Jackson and her son.

The enormous increase in meat exports from Canada to the United States following the enactment of the Underwood tariff and the continued growth of this business, are reflected in the action of P. Burns & Co., of Calgary, the largest packers and exporters in Western Canada, in taking out supplementary letters patent increasing the company's capital from \$3,000,000 to \$10,000,000. Sir William Mackenzie and Sir Donald Mann, president and vice-president, respectively, of the Canadian Northern Railway, are said to be heavily interested in the company.

A recent despatch from Boston, Mass., says, "The shoe industry, which is usually about the last to feel the effects of depression, is apparently entering a period of recession. Manufacturers as a rule are running very slack. This is partly due to unseasonable weather, but more largely to quiet conditions in other lines of business. This reaction is not confined to New England, but extends to the big western shoe centre, St. Louis. It is understood that seven of the Roberts, Johnson & Rand factories are idle and that business is slow with other big concerns in that city.

S. L. Lawther, who for the past six years has represented Marlatt & Armstrong, Limited, of Oakville, in the Maritime Provinces and Ontario, has taken a position with the Anglo-Canadian Leather Co., Toronto, as salesman for the Lower Provinces and Ontario and has entered upon his duties. He leaves for the East this week accompanied by W. J. Heaven, manager of the Toronto branch. Mr. Lawther, who is widely known to the trade, will make his headquarters in Toronto. He is a brother of James Lawther, Western Ontario representative of the Hartt Boot and Shoe Co., of Fredericton, N.B.

The United Shoe Machinery Co. will have a large exhibit at the next annual Canadian National Exhibition, Toronto, occupying a central space for manufacturing purposes in the Process building. The company will supply the Goodyear machines and the operators will be from the factory of the Minister, Myles Shoe Co., Toronto. Only patent leather shoes will be made during the fair and the output will be about one hundred pairs per day. Some will have cloth tops. A. R. Clarke & Co., Toronto, will have a display of patent leather next to the U. S. M. Co.'s space, and will show the stock in its various processes of manufacture from the raw skin to the finished article.

The football season has begun in earnest and games are

being played in various towns and cities in Canada. Football shoes seem to be in good demand. Messrs. Garside & White, of Toronto, who have received a large importation from England of "The Scrum" are showing this famous football boot in black, tan and pearl chrome and white canvas, with tan leather trimmings. The shoe has a solid leather, unbreakable box toe, especially designed for effective use. Each shoe is also equipped with kicking cleat, ankle pads and six studs on the sole which prevent slipping. The shoes are unlined and some are in the well known McGregor pattern. When it comes to turning out football boots, English manufacturers seem to have captured the trade.

C. F. Rannard, of the Rannard Shoe Company, who has returned from his annual trip to eastern cities, where he was inspecting the latest fashions in footwear, in an interview with a Winnipeg paper said, "the features of the new creations will be, for ladies' plain toes with Louis heels and toppings of brocade cloth. The general tendency seems to be that English styles will hold the favor of the public." Mr. Rannard was away for one month and visited New York, Boston, Philadelphia, Montreal, Toronto and other cities. Speaking on the labor conditions in these centres, he said there was no great activity in business of any kind. The policy of retrenchment which had been adopted in Winnipeg and the West in general, was not foreign to the Dominion. The eastern states had also felt the strain of general uncertainty and business constriction. There seemed to be a spirit of optimism, however, he continued, that with the opening up of Spring, business generally would pick up. Winnipeg, he added, seemed to have stood the strain better than many of the cities he had visited during his trip."

Andrew Wilson & Co., cigar manufacturers, 43 Yonge street, have bought the building at 10 Front street west, Toronto, occupied by the wholesale shoe house of F. J. Weston & Son and other firms. The Weston Co. will have to seek new premises in a few months, as the Wilson Co. will not only occupy the entire building, but are also erecting an addition to the west side, excavation for which is now in progress. Several old and burnt shoes, relics of the big fire of ten years ago, have been dug up, as the former Weston warehouse was on the site where the extension is being erected. It was just ten years ago on April 19th that the conflagration visited Toronto, which swept the commercial and wholesale district along the water front and among the shoe firms whose warehouses were completely wiped out were Ames-Holden-McCready Co., Limited; Garside & White, McLaren & Dallas, F. J. Weston & Sons, D. D. Hawthorne & Co., Geo. E. Boulter & Co., Gutta Percha Rubber Co., Tough Sole Shoe Co. All these firms are still in business in other quarters in Toronto to-day, with the exception of the last named firm.

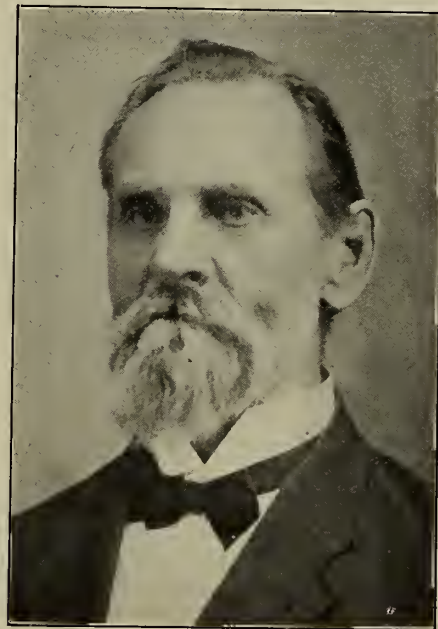
The many friends of W. G. Berscht, of the traveling staff of McLaren & Dallas, Toronto, will sympathize with him in the death of his wife, which took place recently in Guelph, where she had resided for the past eight years. She had been ill for many months and passed away in St. Joseph's Hospital. Mrs. Berscht was born in Brussels, Ont., and eleven years ago was married. Besides her husband, she leaves two children, a little girl aged eight and one son aged two years. The deceased was an earnest worker in St. George's Church, Guelph, and the funeral was largely attended, many floral tributes being received, among them being a pillow from the Guelph Commercial Travelers and a spray from McLaren & Dallas, Toronto. Commercial travelers acted as pall-bearers. Mr. Berscht is a former vice-chairman of the Guelph Commercial Travelers' Association.

The current big uplift in retail shoe store management includes the better training of the sales force, so that each man (or woman) may be more useful to the store, and himself as well. The man who "knows shoes," from tip to top-facing, has an asset which is worth cash to him, and upon which he will be able to realize at some time. Perhaps not right away; perhaps not in the place where he is now; but as he learns he grows in value.

In the last issue it was stated that there had been a rumor for some days in Winnipeg, to the effect that an amalgamation might take place between the Wm. A. Marsh Co., Western, Limited, and the H. G. Middleton Co., We are informed on the most reliable authority that no such a step has ever been contemplated by either company, and each is at a loss to understand how such a misleading and incorrect report should have been circulated. The SHOE AND LEATHER JOURNAL is glad to give publicity to the fact, that there is no truth in the reported merger.

OTTAWA'S OLDEST SHOE DEALER EXPIRES

The man who gave Jim Robinson, the widely known wholesale shoe merchant, of Montreal, his first order when he started out on the road, passed away last week. He was S. J. Teskey, of Ottawa, and Mr. Robinson was at that time representing Breese & Co., of Quebec City. After a career of forty-five years in the shoe trade in the Capital City Mr. Teskey has joined the silent majority at the age of 72 years. He was born in Berlin, Germany, and came to Canada fifty years ago. He first settled in Almonte, where he worked



at shoemaking and forty-five years ago removed to Ottawa, opening a shop at his present stand, 286-288 Dalhousie street. He put in a small stock of footwear and from this modest beginning worked up a fine general trade and gained the confidence of many customers. To do business for forty-five years continually in the same store is a record that few men in the shoe or any other trade ever achieve. Mr. Teskey had been in failing health for the past year, but was able to be at the shop up to ten days before his death. He was the oldest shoeman in Ottawa and leaves a widow, one son and two daughters. The latter are Mrs. Maloney and Miss T. Teskey, who will continue the business of their father. They are well qualified to do so understanding all the details.

W. H. Staynes & Smith, **HIDE and LEATHER FACTORS**

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Shoe Business For Sale

Controlling interest in well-established wholesale Boot and Shoe business is offered for sale. Large part of trade supplied from own factory, which is well equipped. Extensive connection from coast to coast. Reasonable amount of cash required. Opportunity for group of young-experienced shoe men or for old-established house to extend connection. Communications treated confidentially. Address "Shoes" P O. Box 724, Toronto.

SALESMAN WANTED to sell sole and upper leather in Canada on commission for progressive English house of leather factors in close touch with all the leading yards and factories and holding several exclusive sales agencies. State full particulars, terms, etc., to Box 77, SHOE AND LEATHER JOURNAL, 1229 Queen street west, Toronto.

WANTED by a prominent German firm, making good and middle class shoe and boot laces, as well as loopings and topbands, an agent with good connection in boot and shoemaking centres. Sale on commission. Address with full particulars, Box 69, 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.

NEWSY BRIEFS FROM QUEBEC

L. Graycaidie, of the Yankee Mfg. Co., of New York, was in the city last week on business.

M. G. Guimond, of the Louis Gauthier Co.'s staff, who was ill for several weeks, has returned to work.

Mr. and Mrs. Ludger Duchaine were in Boston, Lynn, Brockton and other centres recently on a visit.

P. Daigle, shoe dealer, of Crown street, has made an extension to his store. He will have a repairing shop in the rear.

Jos. Tanguay, manager of the Rock Shoe Co., has been appointed representative of the labor interests on the committee, composed of aldermen and citizens in connection with the Quebec Fair.

Retailers report a large demand for women's cloth top shoes, particularly with fabrics to match Spring gowns. Collections are reported better and the Easter trade on the whole was fairly satisfactory.

J. E. Samson has returned from a business trip to Toronto, Hamilton and Winnipeg, where he received a large number of orders from the jobbing trade who found his samples up-to-date. He started last week with five new cutters, to fill the orders before moving into his new shop.

Several fine Easter displays were made by retail shoemen during the past week, the exhibits being attractive, well laid out and attention compelling. Among the finest trim was that made by L. F. Falardeau, who showed some particularly choice ranges of Spring styles. O. N. Shink, of St. Sauveur, was once more to the front with a choice array of shoes and flowers.

There is a great demand for hides but the quantity is very limited. All the skins in the surrounding country are sent to the United States. Tanners have been obliged to raise prices from one-half to one cent per foot on many lines. Goat skins are in strong demand, especially the cheap grade, but the quantity is limited and tanners do not care about undertaking any large contracts. Dull chrome sheep has a larger requisition than in previous years and some manufacturers are using it to replace the goat skin in the cheaper lines of shoes.

HE LIKES TO KEEP TAB ON "THE BOYS"

It is not often that a shoe traveler leaves the road to engage in farming, but H. J. McDiarmid of Fillmore, Sask., has done so and does not regret the change. He is still going to be connected with the shoe game, although indirectly, by raising hide producing stock "in an endeavor" as he humorously puts it, "to reduce the price of leather goods." Mr. McDiarmid was seven years on the selling force of the Ames-Holden-McCready Co., Limited, abandoning sample trunks and order pads some months ago. He is devoting special attention to wheat growing.

Writing to the SHOE AND LEATHER JOURNAL he says, "I am enclosing you my subscription for another year. Although not now engaged in the shoe and leather trade, I still greatly enjoy reading your valuable paper. The many personal and business items and paragraphs concerning old friends and acquaintances of the road make almost as good

LINEN THREADSFor All Kinds
of Manufactures**COTTON THREADS****STANDARD QUALITY****BEST VALUE****Twines—all kinds****Hardash Silk Thread**Also **Boot and Shoe Laces**Mohair, Leather,
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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

reading as a letter from "the boys," and, besides, I get the information much more regularly. I hope long to have the privilege of keeping posted on trade matters through the columns of your valuable publication. By getting your paper twice a month the news is fresh and right up-to-date. To my mind the biggest improvement you ever effected in the Journal was when you made the change three or four years ago from a monthly to a twice a month edition. I hope, in the near future you will bring the JOURNAL out weekly."

SUGGESTIONS FROM CUSTOMERS

The Regina Trading Co., Regina, Sask., solicit customers to make suggestions to the managers as to how their service may be bettered or the efficiency of the organization increased. A suggestion box has been placed on the main floor for this purpose. In a recent ad they drew customers' attention to this feature. It had a marked value in getting the goodwill of customers, and inspiring greater confidence in the store. Here is what the company said:

"Being ever on the lookout for suggestions and ideas which will better our service and increase the efficiency of our organization, we have placed a suggestion box in the centre of the store on the ground floor, on the door beside our time clock. We will be pleased to have our patrons and friends drop in any suggestions which they think will better our service or efficiency. And these will receive our prompt consideration. You as a purchaser will no doubt notice lots of little things which we overlook and which should be remedied. Let us have your ideas and views. We thank you."

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.

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

The R. M. Beal Leather Co.
 Limited
 Lindsay, Ont.

MAKERS OF THE CELEBRATED

**John Bull
 Larrigans
 and
 Leggings**

Give us a trial
 order and be
 convinced.



No. 13
 14 in. leg.

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

The "Oberholtzer" Shoe



typifies an ideal in shoe-making that is the result of concentrated effort and years of experience. The embodiment of style, fit, comfort and durability, it has a firmly established reputation as a fast-seller and good profit-maker, that extends from coast to coast.

Fall samples are now being shown. For your own benefit you should see them.

G. V. Oberholtzer Co. Limited
 BERLIN, ONTARIO



KEEP IN TOUCH WITH THE TRADE

You can do this easily by securing the twenty-four live issues each year and reading

The Shoe & Leather Journal

One Dollar per year

Issued Twice a Month

Acton Publishing Company, Limited

:-

Montreal and Toronto





John Ritchie, 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 most successful and largest retailers
of shoes in the country are believers in the

LONG PROFITS

obtained by the sale of the product of

FRANK W. McKEEN

MANUFACTURER OF

MEN'S & BOYS' WELTS

Retailing at \$3.50, \$4.00, \$4.50, \$5.00



MAKERS OF

HIGH-GRADE SHOES FOR
MEN AND WOMEN

Write us for further particulars

L. GAUHIER & CO. - Q13 bec

Retailers! Why not concentrate
your business with a
manufacturer who is equipped to make
all your medium and high grades at
prices which give you a **LARGE MAR-**
GIN OF PROFIT?

WATCH FOR OUR RAVELER

FRANK W. McKEEN

THE C. E. McKEEN CO., Regd. - QUEBEC

LUCIEN BORNE MANUFACTURER OF GLAZED KID,
CHROME VEALS AND SIDE LEATHERS
VELOURS, GUNMETAL, DULL AND BOX FINISH

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Works:
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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

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

Phone
College
8241



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

Ontario Representative: W.J.BAGGS, 638 Shaw St., 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

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

LOGAN'S UNION SLAUGHTER and SWEAT SOLE LEATHERS

*The very finest that money can buy
Let us quote you prices*

LOGAN TANNERIES LIMITED, PICTOU, N. S.

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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

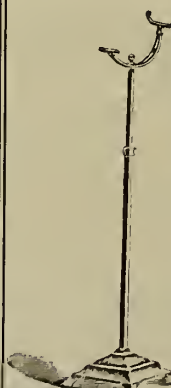
TANNING RESEARCH LABORATORY

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.


No. 201



Made in nickel plated brass. Telescope to open up from 15 to 27 inches high. Price \$24.00 a dozen. Same stand 12 x 15 inches high, stationary. \$18.00.

P.S.—These stands are the same or even better than you have been in the habit of paying more for—our being the actual manufacturers, selling direct to the public, accounts for the low price.

No. 101

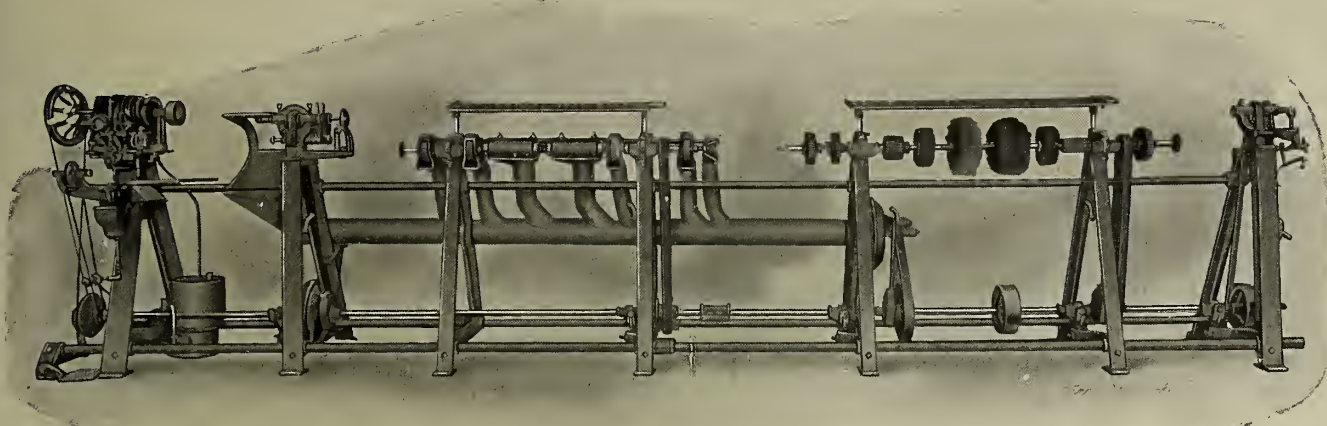


Correct angle for holding shoe in any desired position. Made in nickel plated brass in 3, 5 and 7 inch heights. Price \$3.00 a dozen. Any size.

See large advertisement—pages 20 and 21—February 2nd edition Shoe and Leather Journal.

The Showall Window Fitting Co'y
67 William Street, Brantford

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY

OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



Selling Miner Rubbers is Merely Meeting a Demand

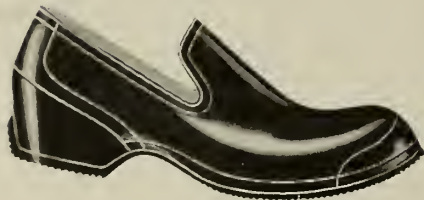


YOU don't have to argue or coerce, in order to sell a customer "Miner" and "Shefford" brands of rubbers.

From the Atlantic to the Pacific they have achieved a popularity won on merit alone. Customers make it a point to ask for these well-known brands—and insist on getting them.

Undoubtedly this is the "line of least resistance" in the rubber footwear field.

If you haven't seen our Fall samples yet, wait for the "Miner" man—You will be well repaid.



The Miner Rubber Company, Limited

GRANBY : MONTREAL : TORONTO : QUEBEC : OTTAWA

LIST OF SELLING AGENTS

| | |
|--|----------------------------------|
| Blaehford, Davies & Co., Limited, 60-62 Front Street West, Toronto, Ont. | |
| Coates, Burns & Wanless | London, Ont. |
| Dowling & Creelman | Brandon, Man. |
| R. B. Griffith & Co. | Hamilton, Ont. |
| J. M. Humphrey & Co. | St. John, N.B. |
| J. M. Humphrey & Co. | Sydney, C.B. |
| Jackson and Savage, Limited | 78 St. Peter St., Montreal, Que. |
| The Wm. A. Marsh Co., Western, Limited, 72 Princess St., Winnipeg, Man. | |
| The Miner Rubber Co., Limited | 225 Queen St., Ottawa, Ont. |
| The Miner Rubber Co., Limited | 21 Notre Dame St., Quebec, Que. |
| The Miner Rubber Co., Limited, 146 Wellington St. West, Toronto, Ont. | |
| The Miner Rubber Co., Limited | 72 St. Peter St., Montreal, Que. |

MINER
MEANS
MERIT

MINER
MEANS
MERIT

Founded 1888

TORONTO

May 1, 1914

THE SHOE & LEATHER JOURNAL

PUBLISHED · TWICE · A · MONTH

Some Readable Features

Co-operating to Keep the Footwear
Business in Your Home
Town

Do You Appreciate the Relative Ad-
vantage of Each Customer
That You Have?

Some Valuable Hints With Re-
spect to Management of
Branch Stores

Qualities Which Count for Success
in Building a Retail
Business

How Fabrics Have Come to the
Forefront in Making Women's
Fine Shoes

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.

OUR 1914 POSTER

THE "NUGGET" POLISHES



NOW ON THE BILLBOARDS FROM COAST TO COAST

The Nugget Polish Co. Limited

9, 11 and 13 DAVENPORT ROAD - TORONTO, ONT.

APRIL, MAY AND JUNE

ARE THE MONTHS WHEN YOU
HAVE THE BIGGEST CALL FOR

Light City Rubbers

EXAMINE YOUR STOCK OF

DOMINION



SPECIALTIES

AND SEND US YOUR SORTING ORDER

Canadian Consolidated Rubber Co.
Limited

MONTREAL

28 Branches Throughout Canada



English Button Model—Yale Last

MR. RETAILER

- ¶ Your stocks have probably never been so low as they are to-day.
- ¶ Dull times have made you cautious—perhaps unduly so.
- ¶ When prosperity returns it will come with a rush and we are prepared for it.
- ¶ Watch for our announcement of stock shoes that will sell.

The Cook-Fitzgerald Co., Limited

LONDON

Makers of Fine Shoes for Men.



One of the Shoes
that made
Brampton Famous

No. 65

A Sturdy Well-Fitting Wear-Resisting Shoe

THERE'S no need for you to hesitate in the selection of your Fall stock of heavy men's shoes. The "Williams" line is big enough and good enough to look after your requirements. Expert workmanship, good quality materials and A SOUND KNOWLEDGE OF WHAT THE AVERAGE MAN WANTS TO PAY for a good, honest shoe, enables us to thoroughly satisfy the Dealer and the Wearer.

Williams Shoes are so Well-Known

so thoroughly appreciated by the men who actually wear them, that you'll never convince them that there are any shoes "just as good."

Better specify Williams Shoes on your Fall placing order and follow "the line of least resistance."

DO IT NOW!

WILLIAMS SHOE LIMITED

BRAMPTON, ONTARIO



Two Handsome Fall Styles
in Suede Shoes for women---
the kind that attract dis-
criminating buyers

Here is one of the outstanding features in all BELL shoes.
They always attract buyers who demand the best.

They also strongly attract that class of buyers who ordin-
arily are content to purchase a cheaper shoe but who can
not resist the quality appeal in every BELL shoe.

The two styles illustrated above are but two of a very
strong line of men's and women's shoes for Fall—a line
every dealer should carry.

Our salesmen will be pleased to show
you our complete range.

J. & T. BELL Limited

MONTREAL, CANADA

MAKERS OF HIGH-GRADE FOOTWEAR
and Sole Makers of the Dr. A. Reed Cushion Shoe.



Doctors
 ANTI-SEPTIC
 SHOE
 PAT 1908 1909
 NON
 PERSPIRO

AN IDEAL SHOE FOR FALL

The Doctors Shoe Appeals to the Foot,
 the Taste and the Pocket-Book

THE features that have made the Doctors Shoe so popular with buyers of a discriminating taste and sound business judgment will stand you in good stead next Fall.

Retailers who have stocked and sold this shoe in the past, are thoroughly acquainted with its many good talking points. They need no urging to stock it. They *know* that the Doctors never fails to give the wearer satisfaction and to carry with it a most comfortable margin of profit.

To *you* who have not yet sold the Doctors shoe, we would advise giving it a trial in your Fall stock.

You'll be well pleased at the way it sells.

The Tebbutt Shoe & Leather Co.

Limited

THREE RIVERS

QUEBEC



\$2.75—LAST 26.

No. 708. Women's Gun Metal
Buttoned, Calf Top.

No. 710. Women's Gun Metal
Buttoned, Cloth Top.

No. 306. Women's Patent Buttoned,
Calf Top.

No. 311. Women's Patent Buttoned,
Cloth Top.

NOW IN STOCK.

Write for Sample Dozen.

The Virginia Shoe

Goodyear Welt

\$2.75

The Best Value on
the Market



Do You Know

THAT—The workmen in the Virginia Shoe Factory work on Women's Welts exclusively.

The Virginia Shoe is made by men who have grown expert by continually keeping at the one job.

The Virginia Shoe looks good, fits well, sells easily, *and shows you a good profit.*

The Virginia Shoe should be
your Leading \$4.00 Shoe

Perth Shoe Company, Limited

Women's Goodyear Welts Exclusively

PERTH, ONTARIO

PROFIT BY MY EXPERIENCE

For years the majority of the most progressive shoe dealers in Eastern Canada have left it to me to choose their stocks of

BOOTS, SHOES AND RUBBERS

They know that my success in business is due to my judgment in buying the most dependable and popular brands. They know that what I buy, sells.

My list for Fall 1914, includes

The Popular Bostonian Shoe for Men

and those well-known brands of Rubbers

Kant Krack, Dainty Mode, Royal and Bull Dog

My big IN-STOCK department gives you a wide range of Canada's most popular brands to choose from, and is your assurance of prompt deliveries.

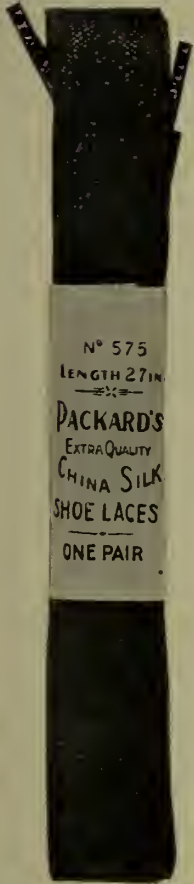
If you haven't yet seen one of my salesmen, a postal will bring one to your store.

JAMES ROBINSON 182-186 McGill St., MONTREAL

Do you keep a Findings Department?

If not, try it out for a month, appoint a clerk as manager. Watch the Results—if properly run this department often Pays the Rent and Lighting Bills of the Entire Store.

We are headquarters for FINDINGS. All the latest Novelties in TANGO BUCKLES, Colored Bows, Shoe Polishes, Shoe Laces, etc., can be purchased from us.



LACES IN SILK, COTTON, LEATHER, MOHAIR, ETC.



POLISHES OF ALL KINDS.



RIDING LEGGINGS CHAUFFEUR LEGGINGS

In Genuine Pig,
Black and Tan

also in

Smooth Cow, Black and Tan.

Try our New Shoe Polish
"IT"

Retails for 10c.

Send for a sample dozen of "IT."



COMFORT
BUNION PROTECTORS



Canadian Agents for
**O'SULLIVAN'S
RUBBER HEELS**

SEND FOR
OUR BIG CATALOGUE

L. H. PACKARD & CO., LIMITED
Shoe Store Supplies - - MONTREAL

SEVENTH NATIONAL
Shoe and Leather Market-Fair

Mechanics Building, Boston, Mass.

ONE WEEK, JULY 8-15, 1914



Come to Boston

and take part in the
 observance of

CANADIAN DAY

at the Fair

Come to Boston

and see the finest collection of shoes,
 leather and supplies, that has
 ever been gathered together
 under one roof.

Superintendents' and Foremen's Day

Saturday, July 11th, will see the largest gathering of shoe factory superintendents and foremen that has ever been held. There will be an International Convention and special attractions for these men.

Spend this week in Boston

No matter what you plan otherwise, be sure and attend this great gathering of shoe and leather men in Boston. You will meet hundreds of men engaged in a similar business as yourself and the interchange of ideas is sure to result beneficially to you.

Come down and see the latest methods and machines for shoe and leather manufacture.

Boston is a hospitable city and especially so when filled with shoe men. Low round trip rates on rail and steamship lines.

Jacobsen Publishing Co. - Managers

183 ESSEX STREET, BOSTON, MASS.

136 W. Lake Street, Chicago

2 Stone Street, New York

415 Arch Street, Philadelphia

Publishers of "Hide and Leather"

SEVENTH NATIONAL Shoe and Leather Market-Fair

Mechanics Building, Boston, Mass.

ONE WEEK, JULY 8-15, 1914



The Seventh National Shoe and Leather Market-Fair is to be an even greater success than any previous shoe and leather exposition, and will be held on the same dates chosen by the New England Shoe and Leather Association for their International Shoe and Leather Week.

Well Located Spaces \$125 to \$288

WITH ALL NECESSARY EQUIPMENT

The equipment varies somewhat with the character of the exhibit, but all equipments are the same for similar classes of exhibits.

There is no other really necessary expense

Exhibitors are furnished with all the necessary equipment to conduct their exhibit in a satisfactory and successful manner. Sign, lights, show cases or display racks, desk, chairs, table, decorations, floor covering, locker, janitor service and night watchman are all provided by the management.

Shoe Manufacturers

may obtain spaces all equipped as above and ready for their exhibit, for \$125, \$180 and \$288. Diagrams showing available spaces now ready.

Findings and Supplies

Good spaces for the exhibition of findings and shoe factory supplies of all sorts may be had for \$125 to \$180, including all necessary equipment of space.

Tanners' and Machinery

spaces may be had with or without power and to suit the varied needs of the exhibitor at prices from \$125 to \$344. This price includes standard equipment as above.

Apply for Space NOW and Secure Good Location

Jacobsen Publishing Co. - Managers

183 ESSEX STREET, BOSTON, MASS.

136 W. Lake Street, Chicago

2 Stone Street, New York

415 Arch Street, Philadelphia

Publishers of "Hide and Leather"



**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



"STRAND"

"TANGO"

"STAG"

Why the Monarch, Brandon and Dr. Brandon are Such Fast Sellers

Q There is always a best in everything, and in the making of footwear for men, our constant endeavor is to get it into product. This has been true for the seven years we have been in business, and we feel that Brandon and Monarch Shoes are as near to perfection as an article of human manufacture can be brought. We want you to see and know these shoes themselves. In arriving at the price of our shoes we have fought the danger of sacrificing satisfaction to make an attractive bargain. We have kept the same balance between looks and strength. The result is well-made, well-fitting, good-looking shoes, that backed by our judgment every day justify the very reasonable price asked. When you buy these shoes you buy the reputation they have earned, the reputation that makes their sales an easy proposition for the dealer.

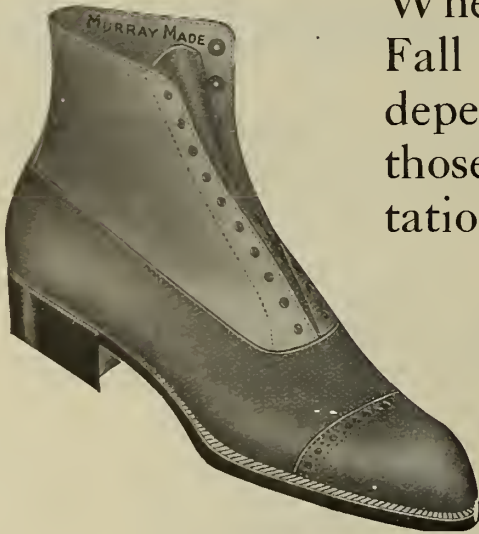
Seen our Fall Samples yet? A Postal will bring a Brandon Salesman or Samples by Express. Write

The Brandon Shoe Co., Limited
 BRANTFORD - - CANADA

FALL FAVORITES

Derby Shoe
 "Built up to Quality" } For Men
 Murray-Made Shoe
 "Without a Fault" }
 Cleo Shoe—for Women

THE UTMOST *in* SHOE VALUES



When making your selections for Fall 1914, remember that the most dependable lines for you to stock are those that have already won a reputation as fast sellers.

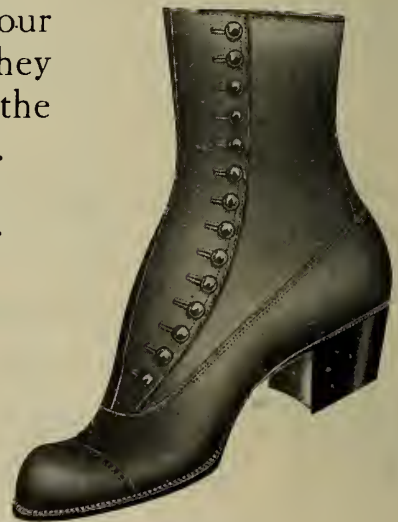
The "DERBY" Shoe, the "MURRAY-MADE" Shoe and the "CLEO" Shoe come to you with a sales-making reputation that you cannot afford to ignore.

All the newest Fall Styles are embodied in our line. Style, Fit and Service considered, they acknowledge no superiors anywhere for the prices asked, which are extremely reasonable.

Again we advise you—See our Fall Samples.

The Murray Shoe Co., Limited
LONDON, ONTARIO

Montreal Branch—FRANK J. McKENNA, Sole Agent
 Read Building, St. Alexander and Jarvis Streets





No. 391
Women's Dongola Blucher.
Oxford Pat. Tip.
Turn Kushion Sole, Rubber Heel.
Price, \$2.15.

More Popular Than Ever

THOMPSON'S

Kushion Sole Shoes

FOR WOMEN

There are **over 1,200** retail shoe merchants handling them now. They are replenishing their stock every few days **by mail orders.**



No. 388
Women's Dongola Button.
Calf Top, Turn Kushion Sole.
Price, \$2.75.

Reason It Out

Retailers must get quick returns and good profits, and must give satisfaction to their customers to **continually order by mail.**

Try a sample order of the lines illustrated, and prove to your own satisfaction the value of Thompson's Kushion Sole Shoes—a line that's **just a little better.**

Write for catalogue worth while.

Thompson Shoe Company
36 ST. GENEVIEVE ST. -- MONTREAL



No. 390
Women's Dongola Balmoral.
Pat. Tip, Turn Kushion Sole, Rubber Heel.
Price, \$2.50.

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Concentrate your Men's business with a manufacturer who is equipped to make all your

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



at a price which gives you a large margin of profit.

“LEADER” SHOES



are giving COMFORT, STYLE and QUALITY. Don't forget our big range of Boys', Youths' and Little Gents'.

Watch for our Traveler.
He Will Show You the
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CORBEIL LIMITED

Manufacturers of Good Shoes to Retail at \$3.00, \$3.50, \$4.00 and \$5.00

Specialists in Men's, Boys', Youths', and Little Gents'

Warehouses and Factory:
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MONTREAL

Offices:
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Kant Krack Dainty Mode

RUBBERS

You Know the Kind of Service an Automobile Tire Gives---

How great are its wear resisting qualities—that's the kind of service embodied in the three famous brands of boots and lumbermen's—"Kant Krack," "Royal" and "Bull Dog."

By a Special New Process

these higher grade rubbers are vulcanized under pressure the same as an automobile tire. The component parts are thus brought together into one solid mass, thereby preventing porosity or blisters.

This new phase of manufacture, further demonstrates the marked superiority of these deservedly popular brands. That they cost no more than inferior makes, is but one of the many inducements for you to include them in your Fall rubber orders.

Ask your jobber's salesman to show you samples.

Manufactured by

**The Independent Rubber Co.
Limited**

MERRITTON

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ONTARIO



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In Stock—These styles will satisfy the present demand. Your opportunity to make quick, clean profits is right in these six salable styles. Write or Wire.



STYLE No. 706
Patent Colonial Pump, Turn, Spool
Heel, Eden Last.
Price, \$2.50



STYLE No. 707
Mat Vici Colonial Pump, Light Weight
Welt Sole, Spool Heel, Eden Last.
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STYLE No. 708
Patent Colonial Pump, Light Weight
Welt Sole, Kidney Heel, Eden Last.
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STYLE No. 950
Black Satin De Lane Top, Patent
Vamp, Light Welt Sole, Button Boot
with Leather Kidney Heel, Plaza Last.
Price \$2.75



STYLE No. 951
Gun Metal, with Calf Top, Medium
Welt Sole, Kidney Heel, Plaza Last.
Price, \$2.75



STYLE No. 939
Black Cravanette Top, Patent Vamp,
Button, Light Welt, Cuban Heel, Plaza
Last.
Price, \$2.60

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



Business Boosters

---Our Men's Calf Welts at \$5.00

---\$6.00 Values

This new line is a double-barreled proposition. You not only get a fair profit from the original sale but you are sure of a splendid repeat business.

This is ensured because of the intrinsic value of these shoes. They follow closely the ideas embodied in the best lines of American footwear. In style, finish, workmanship and general appearance these shoes can hardly be surpassed.

You can order them in gun metal, velour calf, tan and mahogany brown calf and patent calf—a range from which you can suit the most exacting and discriminating buyer who comes into your store.

HAS OUR TRAVELER SHOWN YOU THIS NEW LINE
YET? DO NOT ORDER UNTIL YOU SEE IT.

Ames-Holden-McCready
LIMITED

Montreal St. John Toronto Winnipeg
Calgary Edmonton Vancouver



EUREKA!!

We can now furnish the glove manufacturers a cream colored, full grain glove horsehide. This leather is made in weights suitable for gloves or mittens and we suggest that you cut P. & V. Eureka Glove Horsehides hereafter.

PFISTER & VOGEL CO.
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- ☞ It is the cheapest and most efficient machine for its purpose on the market.
- ☞ Will enable your repairer to sole a pair of boots in five minutes.
- ☞ Simply operated. Always ready for use.
- ☞ Enables you to turn out more and better work thus increasing your business and profits.
- ☞ Costs only \$85.00 net spot cash or \$25 cash and \$10 monthly instalments, making a total of \$95.00.

Explanatory literature sent upon request.

AGENTS FOR CANADA

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Leather Findings

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THE BLACHFORD SHOE MFG. CO.
TORONTO

“The House of Quality”

WE take much pleasure in presenting to the Trade our Flexible Goodyear Welt Footwear for Women. Our factory is equipped with the most up-to-date machinery and every modern facility for the production of High Grade Shoes, and our entire organization will be

concentrated in the building of ultra Stylish and Quality Shoes for the Woman of Fashion.

Salesmen are now out with Fall Samples, and your inspection is cordially invited.

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?



REPEAT ORDERS TELL THE TALE

It does not always take a brilliant salesman to sell a mediocre shoe to the dealer the first time—but such a sale only causes future trouble and loss of business.

When one sale is the basis of many more, it is a sure sign that the goods are right—and this is at the bottom of McDermott success. Women's shoes are our specialty, and we are receiving many repeat orders from satisfied customers every day. This speaks for itself. Have you seen our traveler yet?

See our samples before you order.

The McDermott Shoe Co.

WOMEN'S SHOE SPECIALISTS
MONTREAL



Davis Vegchrome Leather

Retailers, Attention!

Davis Vegchrome Leather

Mr. Retailer, have you the Vegchrome Shoe on your shelves. If you haven't you ought to have, and if you have we venture to say you will soon require more.

Our Reasons are these:

Vegchrome Leather is particularly adapted to Farms, Mines and Woods use.

It is not effected by Barnyard Ammonia as straight chrome leather. The tannage is very soft, giving an Elk like feel.

Vegchrome is heavily stuffed with the best greases and therefore resists water splendidly

The boot made of this leather remains soft under all conditions.

It is the toughest of leathers and wears like iron.

We make it in colors and black.

Ask your jobber for the Vegchrome shoe or write us for information.

A. DAVIS & SON, LIMITED
KINGSTON TANNERY

Davis Vegchrome Leather



Corral the Big Business



in your locality with B. T. & B. travelling goods. The business is there and with the attractive B. T. & B. line you can get it.

B. T. & B. Trunks and Bags are exclusive in design and have an air of quiet distinction that is appreciated by people of good taste and sound judgment.

A wide range for you to choose from. A card will bring one of our salesmen. He will demonstrate to you how profitable our line is. Write.

The Berlin Trunk & Bag Co., Limited
BERLIN, 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



DOLLAR FOR DOLLAR VALUE

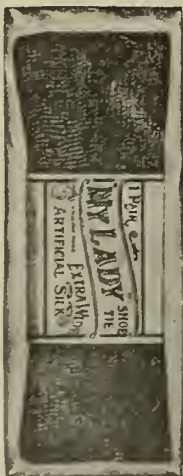
That's what the wearer gets when he buys a pair of the Ahrens Shoes. He knows it, too—and appreciates it. He comes again strong for the Ahrens Shoe and brings his friends with him. Let the Ahrens Shoe bring business to YOUR store. See our Fall samples.

Charles A.
AHRENS
BERLIN, ONT.

Manufacturers of
SOLID LEATHER SHOES

WE MAKE THE BEST MADE

British Boot and Shoe Laces. These Qualities are Very Popular. They 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 gents', 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 rough 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.

Sole Canadian Agent:

E. W. McMARTIN

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100 Dundas West, Toronto, Phone Main 2994

British-made by

Brough, Nicholson & Hall, Limited

at Leek, Staffordshire, England
City Offices and Warerooms, 112 Wood St., London, E.C.



How about Your Heavy Shoe Stock

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The requirements of the average man undoubtedly deserves your special attention.

On your ability to satisfactorily serve him depends your success in business.

The average man not only exacts hard wear out of his shoes, but he demands comfort—and he knows the price he should pay for these qualities.

Service, Comfort & Reasonable Price

are the factors that have played such a big part in the great popularity achieved by YAMASKA BRAND Shoes.

To include these shoes in your Fall stock is literally paving the way for a bigger and more profitable shoe business.

La Compagnie

J. A. & M. COTE

St. Hyacinthe - - Quebec

Why You Should Do Business With Frank W. McKeen

Because of the **Larger Margin of Profit** you can make on our lines of

Men's and Boys' Welts

Retailing at

\$3.50, \$4.00, \$4.50 and \$5.00.

Our equipment enables us to make all medium and high grades at prices that cannot help but interest you.

Our Traveler Will Be Pleased To Show Our Line

Frank W. McKeen

Formerly

The C. E. McKeen Co., Reg'd, Quebec

THE  SHOE

Always in Demand

There's always a well-defined demand for VALENTINE & MARTIN SHOES. Every day, the year 'round, the demand is steady and affords the retailer a constant, reliable source of profit.



Have you tried our new URUS CALF SHOES. Dealers who sell them are enthusiastic about them.

Valentine & Martin
WATERLOO, ONT.

Kingsbury-made Shoes are Trade Stimulants

When trade seems poor and the public is apparently loath to part with its ready cash is just the time that the appeal to the prospective buyer must be of the stongest possible kind.

Such an appeal is made by **Kingsbury and America's Beauty** Shoes. They attract strongly, not only because of of style and quality, but also because of the reasonable price at which they are sold. Every dealer gets a good profit many times repeated.



No. 438

Ritz Pump, Colt Vamp, Brocaded Quarter, Spanish Heel. No. 44 Last

“Kingsbury”
“America's Beauty”



No. 519 — Pat. Colt Vamp.
Brocaded Quarter, Spanish
Heel. No. 49 Last.

Kingsbury Footwear Co., Limited

Specialists in Ladies' Footwear

MONTREAL

SHOE & LEATHER JOURNAL

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Keeping the Shoe Trade At Home in Your Own Town

How Local Retailers Should Forget Any Petty Jealousies and Work Together for the Good of All—Present the Advantages of Personal Selection, Proper Fitting, Square Dealing and Ready Convenience—Be Loyal to Your Own Community and Inspire this Feeling in Others

As long as the sun shines and water runs there will be some people in every community who will persist in buying their shoes out of the town in which they reside. If you remonstrate with them they will tell you that their money is their own, that they earned the coin and they can do as they dash well please with it.

Every centre will always have a certain number of cranks, or so called "independents," and they rather pride themselves on their free attitude; some of them evidently thinking it is a special brand of distinction.

They glory in the fact that they buy their footwear, underwear, hats, ties, or suits, out of town, proclaiming that they can secure the very latest styles and an infinitely wider selection than at home where the stores are pokey, the goods behind the times and prices higher than in the larger centres.

On the face of it this all sounds very fine and such a wholesale condemnation of men and goods in a local town runs smoothly off the tongue. But back of it all is a meanness, a narrowness and a spirit of downright selfishness that reflects no credit on the buyer abroad.

Why Not Be Consistent

See here, "Mr. or Mrs. Purchaser-away-from-Home" if the village or town in which you live and no doubt earn your living, is so slow and unenterprising, if merchants and goods and people are so far at the rear of the procession and out of date, if existence there is dreary and monotonous and you are really dying the slow death, which you would lead your friends to suppose, why do you not leave the place?

Yes, get out. The world is large, transportation is cheap and traveling easy. Go to some ideal spot or what you think is ideal, but for mercy sake, until you make a shift, keep your mouth closed. The mass of humanity detests the individual who "knocks" the firm for which he works, the community in which he resides, or the people with whom he associates. There is nothing smart or clever about it, and the effect is like a boomerang in the end.

Be Loyal and Generous Minded

Possess local pride, acquire public spirit, cast off petty jealousies and become an optimist. This applies to the local retailer as well as the purchaser. It may be said right here that the home merchant is often to blame for the

trade in his line going out of town. He will not use any paint on his store front. His stock frequently looks like the assortment of a junk dealer owing to the slovenly way in which it is kept. He will not change his window displays or spend a few dollars in badly needed shop fixtures. He makes no effort to introduce his new goods or arrange them in attractive form. He will not advertise the fresh styles because he gravely informs you that "advertising costs money." So does every thing worth while in this world. The people have no magic way of learning of the resources and facilities of a store unless you tell them.

Having Nothing to Do with Him

Then a merchant is often his own worst enemy. He will have nothing to do with the other fellow up the street or around the corner, forgetting that a little co-operation goes a long way. Small prejudices and petty jealousies should be forgotten. Even if the retailers in a town cannot get together—or will not—the power of one lone loyal patriotic dealer is great. He can do much individually to stem the tide toward the cities.

A prosperous merchant in Birmingham some time ago had a card printed which read:

"Don't knock Birmingham if you stay here. If you feel like knocking the city don't stay.

"There are 18 trains north and east each day.

"There are 16 trains south and west each day.

"Mileage is cheapest—it's up to you."

That fellow had the proper spirit at any rate.

If all merchants had this same spirit there would be many more good little places to trade, many more good little places on the map where a merchant could settle down contentedly and make money. If the people of some of these places are disloyal to the home town in buying they have the merchants to thank for starting the thing. The merchants are very often the worst offenders of the whole town. It usually starts by one merchant buying some little thing away from home which causes a feeling in some other that he should do the same thing. The following suppositious case will illustrate this.

Setting a Bad Example

Jones, the local jeweler, goes to the city for stock, sees a pair of mahogany tan shoes with long vamp, receding toe, blind eyelets and flange heel in a window that he thinks

he would like, and purchases them. He is so well pleased with these that he decides to fit himself out and make some of his local confreres a little jealous. Jones is just a little vain about what he wears and has been under the impression that his local town could not supply him with what he ought to have. He ends up by buying the shoes, a suit, and an overcoat, a hat, shirts, ties, and a host of other things. He takes these home and arrays himself proudly and is the admired of the town.

One admires his shoes. "I had to get these in the city. Brown, the local shoeman is all right, a good fellow, and all that, but he does not keep the right class of goods for me. I am so hard to fit, you know." The trouble with Jones is in the head and not in his feet.

Then some one admires his hat. Yes, Jones lets out the fact that old Green does not keep anything good enough for him to wear. And so it goes, from day to day this one merchant is educating the public of his town to trade away from home. He thinks he is getting even with Brown and Green because they sent away from home last Christmas for a bracelet watch and silverware to a wholesale house in the East.

Brown has received a catalogue from the wholesale house by mistake. However, he found certain articles therein that he thought he would like to have and decided to purchase them. He showed the catalogue to Green and he picked out several little things he wanted. Then Green's sister had a whack at it, and before Brown came to his senses there had been seven families at the catalogue, all picking out something. Here we have Brown making customers for a mail order house, getting his own customers into the habit of sending away from home for their goods.

Other merchants of the town secure goods through their friends, the commercial travelers, and think they are cute and that they are getting ahead of their fellow merchants. Oh! This greed for something for nothing! It is responsible for the ruin of many a merchant, and his own greed was as bad as any one's.

All this results in loss—great loss to the town. These merchants are so selfish that they do not care if the whole town buys the other fellow's goods out of town, as long as they feel that their own goods will be purchased at home. But they do not know human nature. They do not know the power of habit. They do not know how strongly imitative the human animal is. They do not know anything about the psychology of business, or they would not start a movement that will eventually reach themselves with its harmful consequences.

Personal Selection and Service

Do not be afraid to tell the people in your local paper, by folder, by catalogue or poster that by trading at home they have the advantage of personal selection, proper fitting, prompt service and square dealing. Tell them that you stand back of the shoes or suit that you sell and don't fail to say "money returned in case of dissatisfaction or if the goods are not as represented." Refund the cash cheerfully—not grudgingly—and do not resort to every device known to see if the customer will not accept something else. This is a short sighted policy and gets you nothing in the end. Perhaps you may keep the three or four or five dollars in your till but the customer who has expected you to refund the money willingly and pleasantly keeps away from your store in the future.

Which would you rather have, the twenty-five or thirty per cent. immediate profit on that one single transaction or the good will and continued patronage of that customer which is a permanent asset.

Speaking along the line of keeping the trade at home a well informed writer says:

"There are a great many of the smaller towns that are peculiarly situated that a great deal of the business that

they should have turned into different channels—is going to the large city or town, by mail, or otherwise. This is not to be wondered at when one considers all the circumstances. In the first place the people of these smaller places have been given the impression by the mail order advertisements and by communion among themselves, that the merchant at home does not give them the latest styles nor the lowest prices.

"There is no doubt but the small store merchant has a great deal to answer for in not offering a more up-to-date showing. But it must not be forgotten that he is handicapped a great deal in this matter by the smallness of his output. He can dispose of only so much merchandise and more than that will over-stock him. But if the matter of price is looked into it will be found that value for value, the local merchant sells at as low prices as his huge competitor.

Keep the Dollars at Home

"These doubts of the local dealer's ability to serve them as well as the large stores will always remain, but they can be modified to a great extent, and overcome almost entirely if attacked in the right manner.

"There is no reason why the local merchants should not secure the bulk of the business of the home town. It can be done by fostering a feeling of loyalty for the home town. Let every dealer in the place do his share, 'hoop-er-up,' and the old town will wake up with such a jolt that the people will forget, for the time at least, that there is a mail order house in the country.

"It is a pitiful thing to see a local board of trade, or chamber of commerce, or retail merchants' association trying to put a little life into a dead town—one that has died because there has been a lack of loyalty on the part of the residents. Every dollar that goes out of town stays out. None of it ever comes back again. Every dollar that is spent in the home town circulates and leaves a profit in every hand that holds it for the time being."

The Ideal Shoe Salesman

We hear a great deal these days about the ideal shoe salesman. What characteristics he should possess and the things he should know and do. One authority has attempted to classify salesmen according to the types most commonly found to-day as follows:

The Over-enthusiastic Salesman.—Liable to tell all he knows.

The Blustering Salesman.—All noise; has the appearance of a bluffer.

The Silent Salesman.—Displays fear.

The Combative Salesman.—Argues his point even though he knows that he is wrong.

The Persistent Salesman.—Tires himself out; not "there" at the psychological moment.

The Ideal Salesman.—New ideas always get an audience.

The Reliable Salesman.—Inspires confidence.

The "No Backing" Salesman.—One who promises something that his house cannot deliver.

The Price Reducer Salesman.—The Buyer never knows when he is at the bottom.

The Knocker Salesman.—The best advertiser for his competitor.

The Dissipated Salesman.—Lacking in alertness and ambition.

Analyze yourself and just see to what class you belong, and then point yourself in the direction of the "Ideal Shoe Salesman." You can do it if you try.

Fire broke out recently on the second and third floors of the shoe store of Adelstein Bros., 36-58 St. Catherine street west, Montreal. Slight damage was done to the stock, for the most part by water.

Appreciating Relative Importance of the Customer

This is Where the Small Retailer Has An Opportunity Over the Department Store and Mail Order House—Buyers Will Now Pay More for Personal Service Than They Ever Paid in the World's History—The Little but Efficient Store

It seems to me that the attitude of the customer towards the retailer is quite as important to the manufacturer as to the retailer, for is it not a fact that the manufacturer can prosper only in proportion as the retailer prospers, and has it not come to be realized as a fundamental of retail philosophy that the retailer can prosper only in proportion as the customers prosper; I mean, the customer who saves time, temper and money by being a customer of the retailer? This is not a new thought, but it is a good idea occasionally to refurbish our old ideals and to drink again at the spring of ancient wisdom.

Therefore, I shall want to tell in a personal, yet offhand and friendly way, of the customer's attitude and of the things

he sees and hears from his side and your side of the counter.

A very good friend of mine is the head of a manufacturing concern in New York, which handles a specialty that has been selling at a fixed price among the retail jewelers, department stores, etc., of the world. Quite recently he has been very soberly reflecting upon the conditions in the retail business. In a recent letter to me he so completely covers the case and voices a growing sentiment in favor of the specialty shop which is distinguishing the trade in America, that I venture to quote it:

"The situation is that the manufacturer has to look our for and protect the little dealer in so far as giving him a square deal goes. We are not paternalists. We do not intend to



CLARKE'S CHAMPIONS AGAIN CAPTURE CHALLENGE CUP

The A. R. Clarke & Co., Limited, hockey team, of Toronto, again won the championship of the Riverdale Manufacturers' League and retained possession of the Hon. A. E. Kemp Challenge Cup for another year. The boys played great hockey during the past season winning eleven straight games and losing but one. This was to Kodaks, who drew with Cleveland Athletic Club's team during this winter.

Griffith B. Clarke, president of the club, certainly has a star aggregation of players. He intends next year to visit various shoe and leather centres and arrange games with any teams connected with the different firms.

The following are the members as seen in the group:— Front row, left to right, H. A. Sailer, treasurer; E. Randall, rover and captain; Griffith B. Clarke, president; J. Ross, goal; H. H. Diggon, secretary.

Back row:—A. George, right wing; N. Nicholson, left defence; J. Spanton, right defence; Alf. Collins, vice-president and manager; P. McIlwain, centre; B. Willshaw, trainer; A. Cramer, left wing.

The 'Riverdale Manufacturers' Hockey League again presented prizes to the manager and the players of the team. The prizes consisted this year of solid gold signet rings suitably engraved. Three cheers for the leather men!

support the dealer that does not earn his own living, but we must join with him in seeing that he is not snuffed out by the unrighteous abuse of power by the big man.

"I cannot in this letter give you any comprehensive statement of my views, but I am sure that you have done as much thinking as I have on this subject and no doubt understand it at least as well.

Trend Away From Big Stores

"I venture the prediction, however, that when we have real democracy in the country that there will be a trend away from the big department store. It is an unnatural out-growth of our artificial conditions. We are going to come back to the smaller dealer who is a specialist in his line, who is an expert on things pertaining to his business; he selects from the great market the things particularly suited to the people in his locality. He will be an expert in window trimming, in advertising, in store arrangement, in accounting methods, in stock keeping, cost keeping, order systems, etc. The present advantage of the department store is that in our present state of civilization in business we have just reached the point where a few people have the great advantage of capital and relatively efficient systems of bookkeeping, cost keeping, selling expenses, etc.

The department store is managed by a better business man today, and so it grows and attains great proportions. In 50 years from now, when the same information has sifted through so that all the little business men have good systems, have good training in their particular lines, they will surpass the big store, because the big store is fundamentally inefficient in this, that the actual selling for which the store exists is done by authority delegated and redelegated from the top down to the \$5.00 a week sales girl, to such an extent that these sales people who come in contact with the public are not interested in the business, they are not proficient, they are not expert and they lack the personal instinct and the pride that the proprietor takes and when to his natural self-interest is added the expert training to come, we will have a far more democratic condition and business will be transacted in more equal units. Of course, ability is always going to count and some will prosper above others, but we will not have the vastly disproportionate condition that we see now where by possessing capital and a little bit of organization some stores grow into immense proportions."

Will you note carefully what is emphasized—it is the human note, the personality of business.

Giving Right Kind of Service

I want to reinforce something my friend says, by testimony from Mr. Wattlely, Vice-President of the United Cigar Stores Company, which is along the same line. He was asked whether the large chain stores, the department stores, etc., were not driving the small retail man out of business. Take heart, my friend of the retail specialty shop, you are going to stay in business just as long as you have any right to be in business. You are going to stay in business just as long as you can give the kind of service to the people that the people will pay for. You are not going to stay in business if you are going to try to meet the competition of the big store on the big store's price basis, the big store's lack of personality basis. The buyers will now pay more for personal service than they ever paid in the world's history. Mr. Wattlely says something that will bring joy to the heart of the small retailer:

"The failure, ordinarily, of the small and often the very largest retail ventures, to appreciate the value of organization and the relative importance of the customer, is largely due to the lack of efficiency."

Customers Time and Temper

The lack of the "appreciation of the relative importance of the customer"—did you get that? How many times do you think about the customer as a human being as well as a

ledger-account, of his wishes, fads, needs, heart and mind qualities? How many hundred times do you hear "prices," "bargains," "quick turn-overs," "great chance to get something cheap," talked in your store conference to one thought given to the customer's time and temper?

Let's keep our feet close to Mother Earth. How many times a year do you send trained investigators into your demand territories to make researches among your customers, to the times you send a buyer scouring the world to find things to sell?

You tell me that you "know what your customers want by what they buy." You only know what they want in your store by what they get. Right there is the great fallacy. The retailer is studying the past as the only guide to the future. What should he have done? is a question he cannot answer.

Study Trade of Store

The business that flowed through the store yesterday will never flow through it again. The mill does not turn with the water that is past. I say that the time is here when merchants will have to be trade prophets instead of historians. They will study the trade outside the store that they don't get, the trade they don't understand, that they don't give service to, that they don't advertise to—that is the trade which is to make you big tomorrow. That which you have, you have because you are what you are. That which you have not is because you are not what you might be.

The Points of Advantage

Mr. Wattlely further said: "The capable, efficient retail dealer has a most decided advantage in every respect, except, perhaps, in purchasing power, over a large chain of retail stores. The average of efficiency in a chain of stores must always be lower than that of a single store operated by a capable, live man (please notice that 'capable' and the 'live' particularly), for the reason that the brains and force of the large organization man can't, possibly be in each and every store personally; his labors are disputed, his plans must be put into effect by other hands, and there is a loss of efficiency. The individual retailer is present in body. His hand executes what his brain conceives. It is a frequent source of complaint that a large chain of stores drives the small men out of business. This is true only to the extent that an efficient man will always do better than an inefficient. A large, but inefficient chain of stores cannot drive out of business a small but efficient store.

"In other words, success depends neither on bigness nor littleness, but on efficiency and the advantage is always with the individual rather than with the chain retailer."

Nail that above your desk tomorrow—E. St. Elmo Lewis, of the Burroughs Adding Machine Co.

The Making of Shoe Paste

In writing to the SHOE AND LEATHER JOURNAL a shoe repairer in Nelson, B.C., says, "I would like to know how to make size to take down the roughness in uppers of boots. Calfskin gets very rough sometimes and the usual kind of paste is not of much use."

In connection with this inquiry an old-time member of the trade says that he has never found anything to surpass good paste when properly used. "Of course," he adds, "it depends upon how it is made. It is very simple to make. Use rye flour and hot water and a little bluestone added. Make into a stiff paste and allow to dry nicely, and finish with one or two coats of Miller's dressing. If your correspondent is not a successful paste maker (hardly any two men make it alike) he had better purchase ready made paste. Personally I would not be bothered making paste myself unless I needed a very large quantity."

Branch Store Should Be in Position of a Buyer

And Purchase From Headquarters What is Required for Its Business—Otherwise There Will Be Large Surplus of Unsaleable Sizes and Lines—Checking Goods Before They Are Placed in Stock—Timely Pointers

Supposing a shoe firm has two or more branches, the main store supplying practically all the goods. The main store does not have a regular stockkeeper. When a shipment of goods comes in at the main store an assortment of sizes are sent to the branches. Should the branches return surplus sizes? asks a correspondent.

In answering this question the *SHOE AND LEATHER JOURNAL* would say that it is impossible in the shoe business for one store to say what sizes, or even to say what lines will sell in another store, even if it is a branch store. Unless the branch is placed in the position of a buyer, and can buy what is required for its business, there will soon be a large surplus of unsaleable sizes and lines. The branch, on the other hand, should keep the main store notified of its wants. It should ask for the sizes required and it should also keep the main store notified of any lines or sizes it is likely to be supplied with but which it does not require.

The correspondent further says: "We sometimes find there is a shortage in the amount of goods supplied us from the main store. The proprietor himself will put up an order and when it is found there is a shortage, he cannot understand it. There is no one in particular who puts up the goods for the branch store, anyone who is not busy being pressed into the service. While putting up an order he is often interrupted and has to serve a customer, and during that time one of the other clerks comes along and finding what he wants in those laid out, helps himself, making the shortage. What can a branch manager do about it?"

It is hard to answer a question of this kind. The answer is, do the best you can under the circumstances. But the merchant should be made to understand that the branch manager must not be held responsible for shortage unless goods are doubly checked, once before leaving the main store, and again when they reach the branch store. As our



AN ENERGETIC WESTERN SALES STAFF

One of the live warehouses of the Canadian Consolidated Rubber Co. is located in Regina, Sask. The manager is E. Y. Jones, formerly of Bowmanville, Ont. He was at one time associated with the Durham Rubber Co. in that town, and, on going West, joined the Winnipeg sales staff of the Canadian Consolidated Rubber Co. three years ago, and the following year was made manager of the Regina branch. Mr. Jones possesses an alert and aggressive disposition, has the happy faculty of making friends and inspiring confidence in those with whom he comes in daily contact.

His associates in Regina office are R. A. Hammond, H. A. Finlayson and W. G. Ashdown. Mr. Hammond is an enthusiastic athlete and can play hockey or baseball or run a long distance race with equal ease and facility. He covers Eastern and Southern Saskatchewan and, previous to going to Regina, was connected with the Winnipeg branch of the Consolidated Rubber Co. Mr. Finlayson, who joined the Regina staff last year, travels in southwestern Saskatchewan and is meeting with success. He was formerly engaged in the retail shoe line in Glencoe, Ont. Mr. Ashdown looks after the trade northwest of Regina. He joined the Canadian Consolidated Rubber Co. about eight months ago and previous to that was employed with Gutta Percha & Rubber, Limited.

The Regina branch reports very good business during the past few months and with the reviving prosperity of the West, a much larger turnover is looked forward to during the coming season. Here is a quartette of young men who are making good in the West and believe in the fine opportunities that it affords for the youth who is willing to work and takes an interest in his calling and the goods that he sells. They have the welfare and prosperity of the company thoroughly at heart and as a staff believe in "a long pull, a strong pull, and a pull together." A splendid slogan for any institution.

correspondent works in a branch store in the same city as the main store, the only thing for the manager to do is to insist upon someone coming from the main store and checking the goods before they are placed in stock. A better way would be for the merchant to appoint some one who can be held individually responsible for the shipments, to look after all branch orders and avoid shortages.

No Thoroughfare, No Outside Phone

"Should a shop be a thoroughfare for a house that has a front and back door of its own?"

It should not. The making of a thoroughfare of a store is very annoying to the workers there. This should be stopped at once.

"Should a clerk leave a customer in the store alone and go outside to telephone to the main store?"

He should not. If he did he might be held responsible for any goods stolen during his absence. If there is no phone in the store, the business should be made to wait.

"If by sending my customers to the main store when I am out of lines or do not carry lines would I be sending my trade away?" asks the writer.

The answer to this question is that the trade belongs to the store—that is, the whole store, main store and branches. It should be one in this sense. If the branches are run as branches it will be the policy to send as many customers to the main store as possible, and all sales made in this way should be credited to the branch sending the customer.

"Should a branch manager be held responsible for all credits granted?"

The branch manager should be held responsible, if he grants credit upon his own responsibility. If the business is to be conducted on a credit basis he should not be held responsible, but he should be very careful in granting credit to his customers.

"Should a branch manager have an opportunity to take up a matter with the proprietor at once or have to wait until the next day?"

THE SHOE AND LEATHER JOURNAL presumes the writer refers to customers' complaints as they are practically the only pressing items of a business that could not be laid over. A branch manager should be given power to make the necessary concessions to keep the customer for the store. If he is given this power he can then wait for the daily conference.

The Dealer's Opportunity

For the first time in this generation, the style situation seems to be playing into the hands of the dealer and working to his advantage. For the first time in a generation the dealer can "play the game" safely. This is a rare opportunity. It arises because the style trend is conservative. Lasts, patterns, materials, all are conservative, in the final analysis. There is to-day very little excuse for the dealer carrying other than staple styles, and the sort of shoes that will eventually make it possible for him to do away with the necessity for expensive and often ruinous "cut price" sales.

If dealers in footwear could place their orders, stock their stores and transact their business with the assurance that the shoes thus bought would not deteriorate in "style value" to a point below the line of profitable business, the retail shoe trade of this country would be a far more attractive proposition and afford the prosperous condition and reward of financial success that ought to result, from the very nature of the business.

The opportunity is here as never before for dealers to take a big step toward the realization of the ideal above referred to.

Once they achieve that status of affairs, we hope they will have the individual sense and united power to stick to that line of action forever.—The Shoeman.

Who is Responsible for Fabrics

High heel colonials for women have the call to-day in the Eastern United States and larger cities throughout America. This vogue is as varied in material, design and decorative trimmings as is possible for the whole creating minds and hands of footwear producers to conceive and put upon the market. One part of this condition is most conspicuous and that is the tendency to substitute cloths of various kinds in the uppers for leather wherever possible. I have seen hundreds of samples in this season's lines that have fabric quarters and fabric covered wood heels, leaving only a short circular vamp and heel lining of leather. Now who is responsible for this decided departure? Does it come from the determination of fastidious women to have what they want or imagine they want, or is it because the shoe manufacturers of this country had to resort to something different from leather to be able to earn an honest profit? At any rate the cloths in their various designs are comfortable and neat on the foot, then if you will add service to these virtues in footwear everybody is pleased, I suppose.—Oran McCormick in Modern Shoemaking.

Pioneer in Western Shoe Selling

A. L. Johnson, manager of the Winnipeg branch of Ames-Holden-McCready Limited, is one of the pioneers in the footwear line in Western Canada. He was born in New York city, but at an early age removed to Montreal, where he was educated. Thirty-two years ago he landed in Winnipeg when the now flourishing Prairie Capital was little more than a hamlet. Mr. Johnson has watched with much interest the rapid progress of the West and is imbued with a measure of the spirit of go-ahead-itivity.



and optimism of that great section of Canada. Twenty-seven years ago he became connected with the Ames-Holden Co., and was the first shoe traveler to ever visit Edmonton, going there before any railway was in operation. For twelve years he covered Manitoba, Saskatchewan and Alberta. On retiring from the road Mr. Johnson was promoted as manager of the Winnipeg branch of the Ames-Holden Co., and on the amalgamation of that concern and the James McCready Co. in 1911 he was continued in the position as manager, which post he fills with zeal and efficiency.

A Person and a Personality



SENECA, a great Roman writer and philosopher, once said, "We complain that life is too short, yet we live each day as if it were a thousand years."

The life of the average individual is principally occupied in rendering excuses, making explanations, and in listening to idle gossip.

The average man makes but little of his chances, which assertion is proved by the fact that a few men in one day of eight hours often accomplish more than many men in a lifetime of seventy years.

Life is simply a matter of concentration. You are what you set out to be. The things you read today and the things you think today are the things you become tomorrow. You are a composite of the things you say, the books you read, the thoughts you think, the company you keep and the things you aspire to become.

If you would simply devote thirty minutes of each day to the study of some splendid idea, to the improvement of your mind, in obtaining a more accurate knowledge of your business, in studying the thoughts of some great man who has left the world better because of his having lived, in search of the secret of the success of great business men, you would in ten years' time evolve into a giant of intellectual strength with power to follow any plan or idea to final and positive success.

Time knows no prejudices, makes no promises, keeps no records and asks no questions. You are here for a purpose and each moment you spend foolishly or frivolously is lost for all time—simply thrown into the wastebasket of indifference. You come into this world from an eternity of which you know but little, watch the hour hand on the face of time for a little while and return to that eternity from which you have come.

Unless you know the value of each moment as an investment, each day that passes is only a stumbling block that sends you blundering on into the indifference, helplessness and decline of old age.

Then the question is—what are you going to do with each hour and what are you going to do with life? Are you going to drift through its wealth and beauty, satisfied with your inefficiency, incompetency, idleness and ignorance? Are you going to leave untouched the treasures of the world in which you live? Are you going to betray yourself and your chances?

Do you believe in your work, in loyalty to your employer, in devotion to your business? Do you believe in honest service, in honest thought, in the divinity of the thing you do or the thing you sell? Do you intend to be an individual or a nonentity? As a man it is absolutely and entirely up to you. Are you going to get busy and when do you expect to begin?

He Pins His Faith in the East

A shoe man, who knows the Maritime provinces like a book, having traveled over that ground for twenty years, is A. E. Massie, of St. John, N.B., who is District Manager for New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland for the Canadian Consolidated Rubber Co. Under his direct supervision and carrying the various products of the company he has sub-branches at Halifax, Charlottetown, Sydney, Yarmouth, Pictou, and Moncton.



Speaking of business conditions Mr. Massie says that the East is destined, at a very early date, to become one of the banner sections of the Dominion, both in manufacturing and agricultural development, and that the Consolidated Rubber Co. have secured at least their fair share of the business offering in that territory.

Mr. Massie was born in Aberdeen, Scotland, and came with his parents to Canada when quite young. After looking over the Maritime provinces the family settled in Fredericton, N.B. As a youth he began his business career when he owned and operated the retail store known as "The Stone Boot." After a year or two he sold out to J. D. McKay, who still conducts the business. His next move was into the traveling ranks, and his first position was with L. Higgins and Co. of Moncton, whom he represented for three years. Then he went with Ames-Holden Co. with whom he remained for a very long time. Next he joined the staff of the James McCreedy Co., Limited, Montreal, along with the Merchants Rubber Co. of Berlin. He continued in that capacity until the amalgamation of the rubber companies a few years ago when he was appointed to his present position. Mr. Massie is a gentleman of pleasant address, sound business principles and good judgment and from one end of the Maritime provinces to the other is well thought of and well spoken of.

The Philosophy of the Price Ticket

Tickets encourage the timid shopper. The fear of the shopper is real; it is a factor in merchandising. Scores of prospective customers shun unmarked lines because they dread to turn down an expensive item after they have troubled the clerk with a question.

Price tickets solve this problem by their inability to display either scorn or annoyance.

Tickets oil the bearings of your mercantile machine, making sales easy and profits large.

The use of price tickets whittles down expense. Plain prices dispense with needless bickering and inquiries. They cut selling effort in two. They take the place of an extra clerk.

Plain prices build confidence in your customers. A clearly stated price is logically an honest one. Concealed costs suggest distrust of values.

Price tickets relieve trade congestion. They answer questions for busy clerks. Plain prices talk values as glibly as the smoothest tongued salesman, but draw no salary for the service performed.

You wish for cheaper and more efficient help and overlook an employe who will outwork, outlast and outsell all others, and demand no wages for the service.

Look over your stock; count the price tickets.

Every unticketed counter is a wall-flower that must forfeit the attention lavished on its plainly marked companions.

Every unticketed item has its brakes set. It moves as slowly as a wheel-locked dray.

Every unticketed line puts sand in the bearings of your organization and doubles friction in your selling system.

All unticketed goods conceal a hole where profits trickle away.

An increase in the number of tickets usually swells the number of sales. The keen observer can measure a store's pulse without seeing more than the number of price tickets, and often the difference between mediocrity and success is a mere matter of plainly priced lines.

Sizing Up Necessary to Healthy Business

It is a significant fact that those stores which have some systematic method of sizing up their stocks at regular intervals have the least trouble and confusion at rush periods, when each minute is valuable for the sales that may be made right then. How often have we witnessed customers forced to wait until "sizes" could be obtained from the stock room, the cellar or the local jobbing house. Such occasions are not rare and are often the cause of many lost sales and lost valuable patronage.

The writer remembers having seen a customer waiting over an hour for a pair of common house juliets, size 5F, while a boy was despatched to the local jobber to obtain same. And the wonder of it was, that after all that trouble, the dealer only had foresight enough to order a single pair, which was immediately sold to the customer and he was thus even then out of that size. How simple it would have been for this dealer to have ordered two pairs and thus reduced the cost of obtaining these by one-half. Then, when the next customer came in, he would have had shoes for her without any delay.

Frequent sizing up calls attention to stock details which may be overlooked otherwise. It also has the advantage of keeping the mind of the proprietor close in touch with these same details. Slow movers are at least kept moving and fast sellers are watched so that the stock is not overloaded. A single sizing up order improperly placed will work considerable harm and oftentimes is very difficult to retract. Keep your stock healthy by this method and in keeping the stock healthy you will make the business as a whole reflect this healthy condition.

Among the traveling men who were in Vancouver recently showing Fall samples were: W. E. Short, of the Kingsbury Footwear Co., Montreal; Geo. H. Ferguson, of Hartt Boot and Shoe Co., Fredericton, N.B.; M. L. Savage, of the Tetrault Shoe Manufacturing Co., Montreal; H. E. Wettlaufer, of the C. A. Ahrens, Limited, Berlin; Mr. McDonald, of the McDermott Shoe Co., Montreal, and others.

Pen Lettering is Necessary to the Good Card Writer

Small and Large Cards May Be Made with the Round Lettering Pen—Advisable to Use Cheap Thin Cardboard for Practice—Write the Alphabets Many Times Before Attempting to Make a Card

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

If you wish to become a modern show cardwriter, it is absolutely imperative that you learn how to letter with the round writing pen. This pen has been in use for some years for show card lettering and is being used more and more every day for this purpose. It is one of the most useful tools a cardwriter can learn to handle. Outline or pen stroke lettering can be done with it, but the latter use is the more popular.

These pens come in twelve different sizes and vary in width from a hair line up to an eighth of an inch. They were invented and first used by a German for the system of round writing, but later have become invaluable to the cardwriter for executing a small modernized Roman letter. They are used for lettering all sizes of price and small tickets and also for doing the small lettering on cards as large as a full sheet.

For beginners they are much easier than the brush to learn to operate, the reason for this being that they are more like the ordinary pen that you have been used to, with the exception of the broader point. They are tempered just right for this work and need no burning as some cardwriters advocate. A small brass ink retainer, which is made by the people who make the pen, should be slipped over the nib. This serves to regulate the flow of the ink. If only the bare point is used the ink will run off too quickly and cause a blot. The ink for this work is the same as was advised last month for the outline work, namely, a good black carbon ink. This ink when left exposed to the air for some time will gather sediment. This necessitates it being strained through a cheese cloth from time to time.

The pen point will also become clogged in time. Remove the ink retainer and wash both it and the point thoroughly.

Use Cardboard for Practice Work

To do any form of cardwriting you must have the proper kind of surface on which to practice. Some schools

AABBCCDEEFGH
 HIJKKLLMMNR
 OPPQ2RRSSTUUV
 WXYZ 1234567890
 aabbccdefsfgggh
 hijklmnnopqrst
 uuvvwxyyz

ABCDEFGHIJAKLMNO
 PQRSTUUVWXYZ
 abefghmprsuxyz
 456789

Errors that any beginner is liable to make while learning pen lettering



Roman, adjusted so as to suit the strokes made by the round writing pen nib. In most cases two different styles of letters are shown. Many other variations can be just as effective. If you never have used these pens before you



will find them a little strange at first. The edge of the pen is used to make the narrow stroke, while the heavy stroke is made with the full width of the pen. You will often find some difficulty in drawing the pen in the direction desired. If this continues it is advisable to practice parallel lines with both the edge and the full width of the pen.

Always remember not to press heavily on the pen. The less pressure you place on it the less tiresome the work will become and the result will be better. If you wish to obtain a wider stroke than the pen you are working with makes, don't try to press it into a heavier stroke, you are liable to break a nib and spoil the card, use a wider point.

It is advisable to practice the alphabets many times before attempting to make a card.

Have every letter formation at your finger tips, then there is no delay in looking up charts or no guess work when a card is to be made. You will find some difficulty in making the spurs. These are made by manipulating the corner of the pen.

The collection of small tickets illustrated are the simplest possible. These can be used on any class of goods. Do the ruling with a small size pen point. The collection of cards gives a fair idea what this pen can be made to do.

The accompanying card shows an excellent idea for a shoe ticket. The card is of imitation leather, lettered with a No. 3 pen with white ink. Lettering with white ink is more difficult than with black. The ink must be kept at just the proper thickness. This you will have to work out for yourself. It is somewhat thinner than that used for brush work. Use the pen without the retainer.

In order that you should avoid some of the errors made frequently by beginners, it is advisable to study carefully diagram on opposite page.

These are a few that have been noticed from time to time and should be watched.

Don't neglect to practice former lessons just because you have perfected them. They are much easier to forget than they are to learn.

advise paper for this work, but this, no matter how flat you try to make it lay on the desk, will bulge and wrinkle, thus making your strokes uncertain. It is advisable to get a cheap, thin cardboard. It may be a little more expensive than the paper, but it will give much better results. Take note of the chart of alphabets. They are modernized

Watch Your 'Q' Plus 'Q' Plus 'M' To Achieve Success

Quality, Quantity, and Mode Equal Service and Service is What You Are in Business For and What the People Desire—Business Building is the Art of Securing Permanent and Profitable Patrons—How It Can Be Done

Business building is the art of securing permanent and profitable customers.

A house is known not alone by the customers it keeps but also by what it gets.

There is a big difference between the storekeeper and the merchant. All men are storekeepers, but apparently few are merchants.

The wagging tongue of a satisfied customer is the best advertisement in the world.

When you are in trouble and want to find a fellow to blame for it take a look in the looking glass.

The money you make is the pay you get for the service you render. He who renders little service gets little pay.

One of the best advertisements in the world is the boosting of the men who work for you, and one of the worst is the knocking by these same people.

Salesmanship is a most potent element in the making of permanent and profitable patrons.

Loyalty and love are queer things, but on the

law of averages and in the long run, I believe that although there may be exceptions, the more you give the more you get.

Co-operation is one of the first of God's laws and the way to build a retail business is to bring conditions of that business into harmony with natural laws.

Everybody is a salesman, even the man who digs a ditch for you is selling his services.

There are four ways of getting money, one is to steal. The second is to beg it, the third is to marry or inherit it, and the fourth and best way of all is to earn it and earn it honestly.

The man who cuts the throat and spills the life blood of profit is not a merchant. He is only a storekeeper.

Advertising is the fire under the boiler of business. The man who advertises a little and says it don't pay reminds me of the fellow who lit a match, put it under a tin can of water and then said, "Fire will not heat water."

"The science of building a retail business" was ably dealt with by A. F. Sheldon, of the Sheldon School of Salesmanship, Chicago, at the annual banquet held recently in connection with the 15th convention of the Ontario Provincial Board of Retail Merchants' Association, in the Temple Building, Toronto.

Mr. Sheldon is a man of imposing appearance and has a striking and effective way of presenting certain truths, which stimulate thought and drive home convictions. His address was referred to as one of the most impressive and eloquent to which the merchants have listened in a long time. Terse, epigrammatic and at times humorous, Mr. Sheldon held his hearers with a remarkable grasp. At the outset, he made it clear that he had never been in the retail business and never expected to be, but that did not prevent him, after years of observation and study, from presenting certain well known truths to those who were not blinded by that deadening thing called prejudice, which, was the greatest hindrance to progress.

The way to build a retail business was to bring conditions of that business into harmony with natural laws or the laws of nature. In the well-known world outside there were certain natural laws, such as gravitation, which had to be obeyed, and in the construction of any great business, whether manufacturer, wholesale or retail, the truly great reflected certain basic natural principles, and the way to build permanently was to make business reflect these natural laws.

There was natural law in the business world, as well as in the world outside. There was also common law, and if we brought our actions in harmony with common law, we enjoyed the fullest measure of liberty and prosperity, and the same principles are applicable in the business world. Natural law in the business world was a rule of action or conduct, prescribed, not as was common law, by the highest authority of the state, but by the highest authority, the Maker and Creator of the universe. The observance of universal basic natural laws in business reflects success.

"What is business building?" asked the speaker. "Business building," he said, "is the art of securing permanent and profitable patrons. If you get enough permanent and profitable patrons, you have built a successful business, and success in life completely hinges on the application of that power, within the individual, to make permanent and profitable customers. Everybody sells something—every person is a salesman—the bookkeeper is selling his services to you, the boss; the drain digger sells his services to the farmer. It is necessary to observe Q plus Q, which means quality plus quantity. Even the sale of service is influenced in the long run and the price governed by Q plus Q, and when employees recognize this, they will not be ruining their sight looking for more pay or doing spiteful work in order to get even with the boss. There is a big difference between the storekeeper and the merchant, all men are storekeepers, but apparently few are merchants. Keep your eye on that concept "profitable," for, I tell you, when a man cuts the throat and spills the life blood of profit, he is not a merchant—he is a storekeeper and there is as much difference between a merchant and a storekeeper, as there is between an order taker and a salesman.

Many a man thinks because he buys an article for 25 cents and sells it at 50 cents, he is making 25 cents, when perhaps his overhead expenses are eating up that extra 25 cents. I once went into a furniture store and found a man selling a dresser for \$15, which cost him \$10.50. I asked him if he thought that was sufficient profit, and he said "yes, it was a big profit."

I asked him how much he had to pay for rent. He said: "I do not pay anything."

"Well," I said, "what proportion of your expenses do you charge up in rent?" He answered, "None whatever."

I asked him "Why?" and he said "Why, I own the building."

"Well," I replied, "if you were going out of business tomorrow, and turned over this building to some one else,

do you not think it should bring you in an income?" He then began to see matters in a new light and on investigation, we found out that the interest on his investment in the building, his staff of salesmen, his lighting, heating, insurance, taxes, etc., all proved that he was losing 30 cents on that dresser. And I tell you, gentlemen, after he found out the true state of affairs, he also felt like 30 cents.

Going Down in the Struggle

95% of the men who set sail today on the sea of retail merchandising are destined to go down on the rock of failure—not necessarily bankruptcy, but lingering on from year to year, making less money, in many instances, than the traveling man who calls upon them, and finding their patronage gradually drifting away. The trouble is they cannot tell where they are in the matter of profits, and unless you have system and order, and know where you are at, there is trouble ahead. Things do not happen in this world. They are the natural outcome of cause and effect and there must be order, accuracy and harmony in the shop, and if a store does not possess these, it is violating nature's law, of which I spoke at the commencement. Why, gentlemen, the other day I went into a store in your city to buy a pair of rubbers. Of all the higgeldy-piggledy storekeepers "and confusion worse confounded!" You should have seen that man trying to search that stock to find me a pair. He was so embarrassed himself that I went with him in helping the search. Here was a fellow that did not know where he was at. This man lacked order, system and arrangement.

A house is known, not alone by the customers it keeps, but also by what it gets. Permanency of patronage is what counts. There is an old Roman saying "Caveat Emptor," which spirit seems to be too prevalent, even in the present day. We are not warned to be on our guard against the doctor, the lawyer, or the dentist, but when it comes to this sordid thing called "business," we are told to "beware," or the other fellow is going to get the best of us. The more modern interpretation in trade is, to reverse this motto and let the seller beware. If you want permanent paying patrons, let the seller beware, for remember, you cannot do business very long with your enemies, neither can you go for any length of time getting the best of your friends. The square deal pays every time.

Three Things Are Essential

To have permanent patrons you must give three things: first, quality always; second, the right quantity; and the third, the mode of conducting your business. Thus we have Q plus Q plus M equals service, which means quality plus quantity plus your mode of doing business. In retail life, in wholesale circles, or manufacturing success hinges on making a permanent and profitable business. Some have quality right, but the quantity is wrong; with others, the quantity is right, but the quality is off—perhaps the product is tainted a little, and then there are other instances where both quality and quantity are right but the mode is wrong. Perhaps delivery is slow—or the wrong bills are sent out. The store is kept slovenly, stock badly arranged, help discourteous in a word, the mode of such a man is off, and dissatisfaction takes the place of satisfaction. And the thing don't stop there.

I am a great believer in advertising, but I want to tell you, the wagging tongue of a satisfied patron is the best advertisement in the world. I also want to add that I am of the opinion that the wagging tongue of a dissatisfied patron does much more damage than the wagging tongue of a satisfied patron does good. Let me tell you, you must obey natural laws in the business world. When you are in trouble and want to find the fellow to blame for it—take a look in the looking glass.

As society is organized today you must have money, and there are only four ways of getting it. One is, to steal

it, which is dangerous; one is to beg it, which is debasing; you can marry or inherit it, which is uncertain, and the fourth way is to earn it, which is the best of all, but let me tell you, you are not in business primarily, to make money.

You are in business to give service, and if you do not give service, you have no right to be there. The money you make is the pay you get for the service you render. He who renders little service, generally gets little pay, he who gives big service, generally gets his reward proportionately. Look out for improvement of Q plus Q plus M, if you wish to make more profits and more pay. I do not altogether believe in what Emerson says, which is in effect that "If a man makes a better mouse trap than his neighbor, the world will make a beaten path to his door." My experience is they will not tear down the tall timbers, to use a slang expression, unless you make known to the world the qualities of that mouse trap. If you desire to make permanent and profitable patrons, you cannot "hide your light under a bushel." Advertising is the fire under the boiler of business. The man who advertises a little and says that it don't pay, reminds me of the fellow who lit a match, put it under a tin can of water and then said, fire will not heat water. But remember, use judgment in your advertising for too much fire will melt the kettle. In all matters you must obey one of God's natural laws, which is judgment.

When Your Staff Boosts

There are many ways of advertising in the world. One of the best advertisements to-day is to have the boosting of the men who work for you and one of the worst is knocking by these same people. You know that 95% of the people of this earth are employed by the other 5%, and that your responsibility to those under you does not end with the handing out of the weekly pay envelope. If you want one of the best advertisements—be humanitarian with your people. You also must learn the law, that to get, you must give. Loyalty and love are queer things, but on the law of averages and in the long run, I believe, although there may be exceptions, the more you give the more you have. I know there are exceptions to the rule and some are not appreciative. The more you do for them, the more is expected of you, but I am speaking of the grand, great law of average. The best principle ever enunciated was laid down by the Man of Galilee, which was: "Do unto others, as you would that they should do unto you." And I want to tell you that I am a firm advocate of the Golden Rule.

Salesmanship is one of the most potent elements in the making of permanent and profitable patrons—yet it is strange how many retail people make use of the negative instead of the positive, in the matter of suggestion. Call attention to the good value in what you have to sell—any other points. None of us, you know, can be flattered, but we can all stand a little just praise.

Many Peas in One Pod

Salesmanship is several peas in a pod—it is the power of persuading plenty of people to pleasurable purchase your products with profit. Some of you may be afflicted with satisfaction, know-it-all-itiveness—I am it, etc. Remember, this is a dangerous attitude. You must either go forward or backward. Personality is not hot air. The old idea was that a glib talker is a good salesman, but some men today talk a man into a thing and talk it out of him again. They are like certain railways running into Chicago, lack terminal facilities. "I believe," said Mr. Sheldon in conclusion, "you can make this organization greater by co-operation, that is the spirit of the day. In the degree in which men fail to co-operate, to that degree are they insane. Co-operation is one of the first of God's laws; it works in harmony with nature and if you, as an Association, want to elevate the business of the retail merchants you must work together in the spirit of unity, harmony and good-will."

Veteran Officer of the Company

Thirty-three years as secretary-treasurer of one company is a remarkably good record, and to witness the volume of business develop from \$100,000 a year to over \$1,000,000



is certainly an unusual experience. Yet this is what T. N. Campbell, vice-president and secretary-treasurer of the Amherst Boot & Shoe Co. Limited, of Amherst, N.S., has witnessed.

Mr. Campbell was born in Great Village, Colchester County, N.S., in 1852. He served for two years as book-keeper for A. Robb & Sons in 1878 and then for a couple of years was with Douglas & Co., hardware dealers, Amherst, from which position he entered the service of the Amherst Boot & Shoe Co. At that time the business of the company was not one-tenth of what it is to-day, the capital being less than \$40,000. Mr. Campbell has found it a great pleasure to be associated all these years with an organization whose advancement has been steady. The company was incorporated in 1867, and in a few years will celebrate its golden jubilee.

At the annual meeting of the company which was held recently and at which Mr. Campbell presented the financial affairs before the shareholders for the thirty-third time, it was shown that the sales during 1913 were considerably over the million dollar mark. This is certainly a record of which the shareholders may be proud. Percy C. Black is president of the company and C. S. Sutherland manager.

"Sunshine and Shoe Findings"

By GEORGE E. GIRLING

Spring is here. While writing this article the sun is pouring down his warm rays, which is a reminder to every dealer in shoe findings that there is a bright outlook ahead and he must prepare to meet seasonable demands.

How is your stock of findings? How many customers have you turned down already this Spring because of an inadequate stock? Large numbers of people in your locality have left off their winter attire and are now wearing lighter shoes, and are depending upon you to supply the articles needed to renovate their footwear, which, in some cases has been laid aside during the Winter months. It may be a pair of tan silk ties of the best quality which is called for.

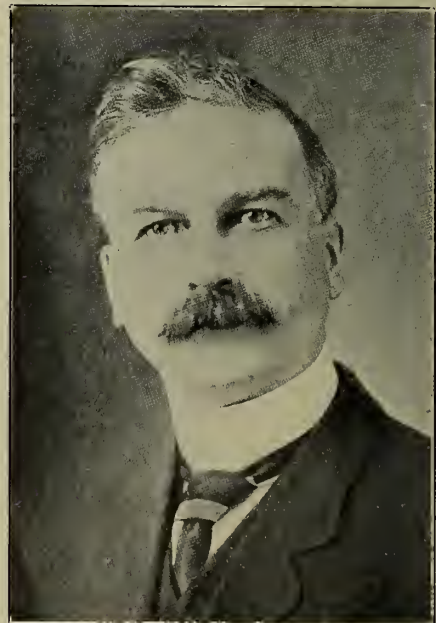
Can you meet this demand, or do you consider such a line too elaborate to always have in stock? Remember the sunshine is the friend and booster of every findings dealer. It shows up the shabby laces, the shoes that need a little more attention in the way of cleaning. Everybody likes to look spick and span when the sun shines, and this is your golden opportunity to push the findings end of your business. Be prepared for it.

Have you an assortment of bows in stock? This is an item neglected by many shoe dealers, but if you wish to please your lady patrons, see that you put a new pair of bows on that pair of pumps you have to repair. She will be delighted, more especially if you put them on without being asked to do so. This is good service shown in a practical way, and will be appreciated.

Remind your customers that a pair of shoe trees will do wonders to a pair of misshaped shoes and will lengthen their life to the detriment of your shoe sales. Your unselfish interest for your customers' welfare will be rewarded by many recommendations to your store, which otherwise you would not have had. There is money in shoe trees if you push their sales. Look up your line of button hooks, stock some children's shoe laces, 18 inches. This is a line carried by few shoemen. Mothers find it very inconvenient to be obliged to use a 36-inch lace for their children's shoes. They are not only untidy in appearance, but very uncomfortable for the little ones. If you are out of these, or have never stocked them, get a few; they are not big sellers, but those who need them will appreciate your efforts to study the comforts of the youngsters.

Entering Upon New Duties

E. A. Dagg, who on June 1st will enter upon his new duties as one of the official assignees for the province of Alberta, is well and widely known in shoe circles. Mr. Dagg intends handling estates and other financial business and is opening an office at 326A 8th avenue west, Calgary. Owing to his wide experience in the mercantile line, he is thoroughly fitted for the position of assignee and handling of

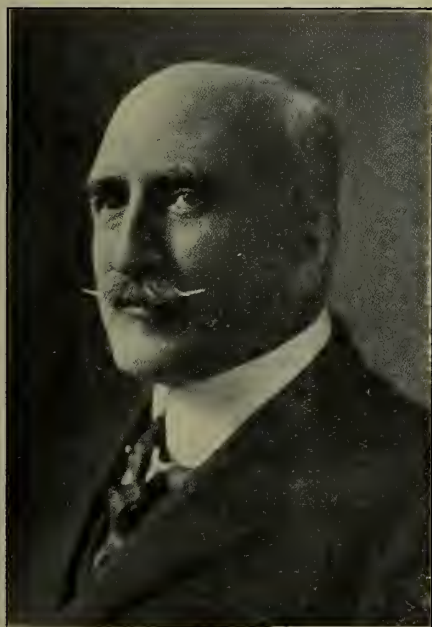


estates in general. He was employed by the Ames-Holden-McCready Co. for eleven years, previous to the amalgamation with the Jas. McCready Co. Six years of the time he traveled through Manitoba and Saskatchewan and upon the

firm opening the branch in Calgary, he was appointed manager and remained until the amalgamation in 1911. He was then engaged by Ames-Holden-McCreedy, Limited, to continue in the same post. Mr. Dagg has always taken an active interest in the affairs of Calgary, being a member of the Board of Trade for seven years and during 1912, filling the office of president of that body. In severing his connection with the shoe trade he carries with him the very best wishes of a host of friends. Mr. Dagg is a capable business man, possesses an energetic disposition and has a splendid grasp of affairs.

An Efficient District Manager

J. K. Lindsay, district manager of the Toronto Division of the Canadian Consolidated Rubber Co. is one of the most widely known men in the trade. Mr. Lindsay was elevated to his present post some two years ago on the promotion of R. E. Jamieson to the position of general sales manager. For two years previous he had been the accountant and office manager of the Toronto division. He has had a rather interesting career. Educated in the Old Country, he served as a banker for some years in Ireland and then yielding to a spirit of restlessness decided to travel, which

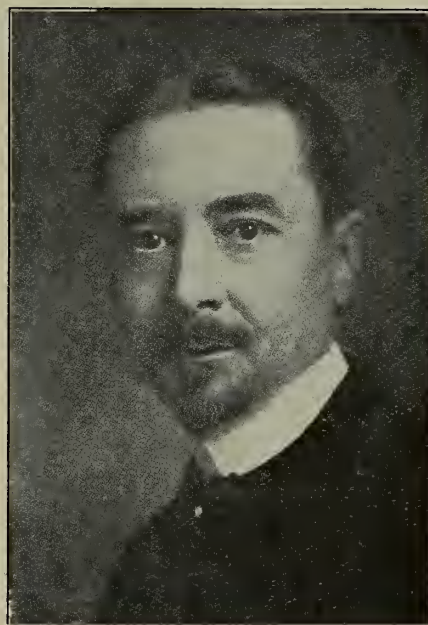


he did extensively, sailing both the Atlantic and Pacific Oceans. At the end of five years, after wanderlust had been gratified, he settled down once more to the more prosaic occupation of banking and entered the service of the Canadian Bank of Commerce. Later he was financial manager of a large Montreal shoe firm, where he made his bow to the footwear trade. After a number of years' experience in that city he came to Toronto to take the position as secretary-treasurer of J. D. King Co., which was then the largest manufacturing firm in the Dominion. In 1889 Mr. Lindsay resigned in order to form a jobbing partnership in rubber and leather shoes which was conducted for a number of years. Mr. Lindsay is quiet, earnest and thoughtful by nature and a splendid accountant who has a comprehensive grasp of the rubber trade.

Twenty-One Years in Shoemaking Line

Oscar Dufresne of the firm of Dufresne & Locke, shoe manufacturers of Maisonneuve, Que., has had an interesting and progressive career. Starting as an office boy in Caver-

hill, Hughes & Co., in 1889, he rose rapidly and in 1891, went with the firm of Bourgouin & Duchesneau as cashier. He launched into the shoe manufacturing business, which he has followed for many years, in company with Ralph Locke with great success, making men's, women's, misses' and children's McKays, men's welts, women's turns and also slippers and sandals. The output of the firm is a very large one. Mr. Dufresne was an alderman for many years



in Maisonneuve, serving as Chairman of Finance. He was born in Point de Lac, Que., October 17th, 1875, being the son of Thos. Dufresne and the grand son of Augustin Rivard Dufresne, a member of the first House of Lower Canada which sat in Quebec. Mr. Dufresne has been in the shoe manufacturing line twenty-one years.

Have Installed New Fixtures

The W. W. Cooper Co. of Swift Current, Sask., have recently remodelled their store by erecting a large addition and installing new fixtures. This enterprising firm of the Baby City of the West have completed alterations which place their premises in the front rank of up-to-date retail establishments. To the rear of their place they have built an addition, the second floor of which is occupied by the general office, Mr. Cooper's private office, and a stock and cloak room, also orchestra balcony. The second floor of the main store is occupied by the furniture, crockery, millinery and ready-to-wear departments. The ready-to-wear department is equipped with wardrobe cases and silent salesmen, the millinery department with handsome mahogany finish glass show cases, as well as other fittings; the color scheme in the last two departments being mahogany, which gives a touch of distinction to these departments. On the main floor is included the grocery department, dry goods, men's furnishing, boots and shoes, harness, hardware, etc. In the dry goods and gent's furnishing branches the new oak counters and silent salesmen give a smart appearance. With regard to the show cases, the firm show by the number they have installed that they place no small confidence in the silent salesmen show case as a trade puller. They have also installed a new cable cash system operated by electric motor, which conveys all the cash to the general offices. Any readers who are interested in store planning, if they are in Swift Current, should not miss going through this progressive establishment.

From the Fyles of 1888



Foreign Trade in Shoes

A detailed statement of the imports and exports of leather and shoes for 1887, gives the following totals: Total imports of sole and belting leathers, \$313,865; total imports upper leather, \$282,534; all other leathers, \$265,177; total, \$861,576. Imports of boots and shoes, \$242,985, other manufactures of leather, \$109,180; total, \$352,165. Exports of leather, \$440,616; boots and shoes, \$61,952. These figures afford an interesting comparison with those quoted a month or two ago for 1913.

Plush Slippers

In a trade note reference is made to a line of plush and other gents' slippers carried by Geo. T. Slater & Sons, ranging from 75c. to \$2.25 in price. Geo. E. and Chas. A. Slater, who succeeded to their father's business afterwards "split," Chas. A. establishing the Slater Shoe Co. and Geo. E. forming his present concern. Both dropped the slipper business.

New Advertisers

Amongst the new names appearing in the April JOURNAL, are: J. H. Botterell & Co., Wm. Griffith & Co., Hamilton, Damer & Son (Toronto), Brown, Whiting & Co. (Berlin), Albert E. Turner & Co. (formerly Pinkerton & Turner, Montreal), St. Pierre & Clapin, N. Dion & Co., Canadian Shoe Co. (Quebec), C. N. Vroom (St. Stephen, N.B.),

all of which have since disappeared below the business horizon.

News Notes

R. H. Greene, late of John McPherson & Co., Hamilton, will open a wholesale boot and shoe warehouse in the building recently purchased by the W. E. Sanford Mfg. Co. The style will be R. H. Greene & Co., (later the firm became Greene, McLaren & Co., afterwards McLaren & Dallas.) Mr. R. H. Greene is now sales manager of the shoe department of the Gutta Percha and Rubber Mfg. Co.

A Montreal tannery employe testified recently before the Labor Commission that his employer, to save water, compelled him to wash hides in the river. He slipped and fell in, and the boss "docked" him for the time he spent in the river and getting dry.

Mr. John Hoffmann has entered into partnership with Grosch Bros., of Stratford, to carry on a boot and shoe business. The firm of Grosch Bros. and Hoffmann will doubtless do a roaring business in the classic city.

Mr. Robt. P. Anderson has gone on the road for Wm. Griffith & Co., Hamilton, Ont., taking the Niagara and W. G. & B. Ry. district formerly covered by C. A. Davies. (Mr. Davies went to W. B. Hamilton Son & Co., and was afterwards followed by Wm. Griffith himself. Mr. Davies is now a partner in Blachford, Davies & Co., Limited).

W. H. Polley & Son, formerly of Marsh & Polley, are making 60 to 65 cases a week filling spring orders, the goods are all of the finer grades, particular attention being paid to fine ladies' French kid work.

Mr. J. H. Botterell is at present in Algiers, the business being under the management of Mr. George Payne in his absence.

On page 18 of this issue is found the quaint skit "Man and his shoes," which has been going the rounds ever since and which we republished last fall. "How much a man is like old shoes."

A Bonanza

About eight years ago J. Cassils of the firm of Shaw Bros. & Cassils, wholesale leather merchants, Montreal, (Continued on page 45)



R. H. GREENE, SECRETARY AND MANAGER OF THE SHOE DEPARTMENT OF GUTTA PERCHA & RUBBER LIMITED, TORONTO, WHO EMBARKED IN THE WHOLESALE BUSINESS IN HAMILTON IN 1888, AFTER LEAVING THE EMPLOY OF JOHN MCPHERSON CO. HE WAS LATER IN THE JOBBING LINE IN TORONTO.



W. A. GRIFFITHS, WHO HAS BEEN CONNECTED WITH THE W. B. HAMILTON SHOE CO., FOR THE LAST FORTY YEARS AND HAS BEEN TRAVELLING FOR THEM FOR THE PAST THIRTY-SEVEN. HIS HOME IS IN BARRIE AND HE COVERS ALL THE SURROUNDING DISTRICT FOR MANY MILES.



CHAS. A. DAVIES, OF THE WHOLESALE SHOE FIRM OF BLACHFORD, DAVIES & CO., WHO JOINED THE STAFF OF W. B. HAMILTON SHOE CO., IN 1888. MR. DAVIES LEFT THE ROAD IN 1905 TO EMBARK IN THE WHOLESALE BUSINESS IN WHICH HE HAS BEEN SIGNALLY SUCCESSFUL.

Fabrics Have a Legitimate Usage in Making of Shoes

The Dealer Ought to Get Right on the Economic Necessity for Substitution of Vestings for Leather—Shoe Industry Up Against Real Limitation—Leather Substitutes Must Be Employed, Declares Leading Authority

There is a sense in which the old affirmation to the effect that nothing can take the place of leather is strictly true. For tensile strength, for resistance of attrition, for excluding moisture, for promoting foot comfort and foot protection under hard wear conditions, it is true now, as it always has been and always will be, that leather is easily par excellent. With all his resourcefulness, man has not been able to surpass, or even parallel, nature's handiwork. In the primal qualities of strength, longevity and adaptability, leather is king, says C. McKay in the Michigan Tradesman.

But all this is not tantamount to saying that other materials cannot be successfully used in the production of shoes. Many fabrics have been used in the construction of shoes—and successfully used; quite a showing of fabrics now appears in numbers that bid fair to make good; and wise prognosticators of forthcoming events are confident that materials other than leather are going to be used more and more in the production of shoes. And in so far from presenting another occasion for dolorous demonstrations on the part of calamity chasers, there is nothing in prospect especially to be regretted, either from the dealers' or the consumers' point of view. Indeed, when we get to the crux of the economic situation, the use of substitutes for leather is a saving matter.

A Condition Rather than a Theory

Leading spirits in the boot and shoe industry and allied trades are driven to the expedient of substituting for leather. They are confronted by a condition rather than moved by a theory. The truth is leather is used nowadays far more extensively than ever before in the history of the world. This is a leather age; and new demands upon the visible supply of leather are developing almost over night. Consider the hundreds of thousands of whole skins—and the very choicest available—consumed annually by the automobile industry. Think of the enormous quantities of the very best skins cut up each year for belting. Think of the mountains of leather used up each year by the manufacturers of trunks, traveling bags, hard bags, etc. There are a thousand and one articles, commodities, devices and novelties—made up, in part at least—of leather. So extensive and important have these lines become in recent years that now we have large retail leather goods stores in all of our larger towns and cities. People think so highly of leather—because of its artistic possibilities and its wearing qualities—they never have enough of it. Therefore, the constant incentive to use it more and more in the arts and industries.

The Decreasing Hide Supply

Over against this constantly increasing call for leather the big economic fact remains that the supply of hides has not increased in proportion to the demand. Removing the tariff gave some relief, to be sure; but nothing like the relief anticipated by the popular mind. Those who anticipated a big slump in the prices of leather, incident to our tariff revision, overlooked the fact that all other nations are finding new uses for leather as well as ourselves. Leather goods are quite as popular abroad as they are here—in some lines even more so.

When you have an increasing demand for a commodity, the supply of which doesn't increase pari passu with the demand; when this increased demand is based upon and grows out of new uses for the commodity sought—one thing is certain: the trend of prices is bound to be upwards. Those who know the history of the leather market during

the last half dozen years can readily understand the philosophy of the situation.

Now, if we are to have, in the years to come, shoes made (for the most part) of leather, two things are inescapable; first, we must worry along with fewer shoes per capita; and secondly, we must pay more money for such shoes as we are able to procure. The other alternative is to use substitutes for leather in the production of shoes, wherever such substitution is possible. And that is the reason fabrics of one kind and another have been, and are being used. And by the same token, that is the reason they are going to be used even more extensively in coming years.

And this is not an evil in any sense of the word. The highest priced so-called custom shoe, of the most exclusive pattern, isn't all leather shoe and never was. Cloth toppings were used way back yonder in days when the leather market was gutted and prices were decidedly off. And nobody raised a hue and cry over "adulteration" and "swindling substitution." In spite of the admitted excellence of leather, fabrics have a legitimate usage. And it is really remarkable how durable and satisfactory some of these marvellous latter-day fabrics really are.

How Velvets Made Good

A few years ago when velvet was being introduced into women's lines, many of our conservatives anticipated all manner of trouble. "It will never do!" they exclaimed.

Mr. Cooper Returns to Hamilton

Ed. A. Cooper, who for some time has been buyer and manager of the shoe department of the Hudson Bay Co. at Calgary, recently bought the retail business of Harper Bros., King St. E., Hamilton. Mr. Cooper has had a number of years' experience in the footwear game, being on the



road for a considerable length of time. He was in business in Hamilton a few years ago when he sold out to take charge of the shoe department of the "Right House." Mr. Cooper is a careful buyer, a capable salesman and a close student of styles. Many friends will wish him every success in his new connection.

"There'll be the dickens to pay!" But velvet did do. The better grade velvet shoes made good. I have had many women tell me they simply couldn't wear out their old velvet shoes. They had worn them, and worn them until they were positively ashamed to wear them any longer—but they still weren't worn out. I have inspected many pairs of old velvet shoes in which the soles had worn through and the heels had round off—but the upper stock was as fresh and good as the day it was cut. Cloth tops have assuredly passed the wear test; it only remains for the trade to give them the prestige to which they are entitled on the ground of style, fitness and desirability.

The substitution of materials other than leather in the production of shoes is a good thing. It doesn't mean that we are going to have shoes any less desirable either from the standpoint of wear or that of style. The manufacturers have already demonstrated their ability to make up fabrics into nifty and attractive topplings. And we are not by any means to suppose that they have exhausted themselves along this line. For one, I am inclined to think that there are many more beautiful and desirable things in prospect than "doth now appear."

Up Against Real Limitation

When a given industry faces a stubborn, clean-cut limitation, it governs itself accordingly; and usually it manifests admirable resourcefulness in working within its new limits. And there's no doubt about it—the shoe industry of this, and all other countries, is up against a real limitation. Leather substitutes must be used. We cannot decrease our per capita allowance of shoes. In fact we haven't anything like reached the limit of our per capita capacity. All of our authorities on shoe matters are strongly of the opinion that the people are going to demand more and better shoes. Possibly the average price will advance somewhat—the trend of prices in everything is upwards—but, in the matter of footwear, there is necessarily a limit, just as there are limits in everything else. When the limit is reached, other materials must be used.

Get Ready for It

One or two practical points emerge from this discussion. In the first place, the dealer himself ought to get right on this economic necessity for the substitution of fabrics for leather in the production of shoes. If he is prejudiced, let himself get disannexed from his prejudice as speedily as possible. Information has a marvelous way of dispelling prejudice. Therefore, let him be correctly informed. Let him know that this matter of substitution is not the dark and evil thing that dispensers of misinformation allege. And then, for another thing, let him do his duty in educating the public in the matter of fabrics. Sooner or later—and from present indications it won't be so very late, either—the public has got to absorb a whole lot of solid information upon this whole subject; and the sooner the process of absorption is started, the better it will be for everybody interested.

Esteemed Shoeman Expires

Many friends in the trade have learned with regret the news of the death of Major Sidney W. Vermilyea, of Belleville, Ont., who passed away on April 6th, after a long illness from liver trouble. He was 53 years of age and was known almost as widely in military circles as in the shoe trade. He was quartermaster of the 15th Regiment, Belleville, and a noted marksman, having won many valuable prizes in target shooting. Major Vermilyea was a member of the firm of A. W. Vermilyea & Son, shoe retailers, and also head of the wholesale branch of the business conducted under the name of the Belleville Shoe Company. "Sid," as

he was popularly known, was of a quiet, earnest, even tempered disposition. Born in Thurlow, Ont., after leaving the public school he took a course in a business college in Belleville. His first position was with John McKeown, the veteran shoeman of that city. After serving an apprenticeship in company with



A. W. VERMILYEA,
BELLEVILLE



THE LATE S. W. VERMILYEA,
BELLEVILLE

his brother, C. H. Vermilyea and his father, A. W. Vermilyea, the deceased opened a retail establishment. The first year they cleared a nice sum, which was equally divided. C. H. Vermilyea then withdrew and embarked in the clothing and men's furnishings line, while the shoe business has been conducted for thirty-three years by A. W. Vermilyea & Son. The former has of late not been actively engaged in it but is frequently at the store and on busy days still takes a hand in the selling game. Major Vermilyea thoroughly understood the buying, handling and selling of shoes. He had numerous friends in the trade and during his long illness many inquiries were made regarding his progress. At a comparatively early age his business career is closed, but he leaves a record of honesty and straightforwardness in the mercantile world, and he built up a business both in the wholesale and retail line that stands out prominently as one of the most pronounced successes in Central Ontario.

That Blamed Old Rubber Bill

How often, oh how often

Do I think with trembling still,
But e'en time my fear can't soften
For that blamed old rubber bill.

There were rubbers in the cellar,
On the shelf, each spot to fill,
Making me a worried feller,
Did that blamed old rubber bill.

Long before the Winter started
Hundred cases from Jack & Jill,
And with a thousand "plunks" I parted,
For that blamed old rubber bill.

Shipped me early as a favor,
Me to risk and store at will,
No rubbers selling (fool of flavor)
Still that blamed old rubber bill.

December first how I remember
Ransacking my beloved till,
On the first of each December
For that blamed old rubber bill.

Only one regret does linger,
One my heart with shame to fill,
That I used the shoeman's money
Paying up my rubber bill.

—James Menihan Borland.

Building Up a Nice Repair Trade

F. A. Robinson, who recently embarked in the shoe repair business in Saskatoon, Sask., is widely known in the footwear trade in both Eastern and Western Canada. He was in business for several years in Lindsay, Ont., and since going to the West has had responsible posts, being manager of the shoe department for Curry Bros., Saskatoon, who later disposed of their business to F. R. Macmillan & Co, with whom the subject of this reference held a similar position. About two years ago Mr. Robinson was appointed manager of the shoe house of Wyatt & Little. After being identified with the retail end for over a score of years, in January last, he took over the shoe repairing business carried on by Smith & White, and says, if he might measure matters by health, happiness and earnings he is well satisfied with the change. On April 1st Mr. Robinson branched out further and acquired the repair business at 804 Broadway, Saskatoon, carried on by W. A. Rice, formerly of Toronto. The latter built up a nice steady trade but desired to dispose of his outfit in order to go to California where his family reside. Mr. Robinson has placed Albert White formerly of Smith & White (whom he bought out in January) in charge of the shop at 804 Broadway, and a splendid business is being done. The plant taken over from Smith & White includes a complete, Goodyear repairing outfit, 22 feet shaft, while that secured from Mr. Rice has a bottom finishing equipment complete supplied by the Progressive Shoe Machinery Co., and there is also skate grinding attachment. On the Goodyear stitcher they stitch all soles for both shops and do a good deal of work in stitching for other shoe makers. They have a boy who runs messages and delivers jobs to the retailers for whom they do repairing and also brings the stitching from the Broadway store and returns it, thus enabling Mr. White to do an amount of work quite impossible for any one man in the ordinary way.



"Get Them Done Right"

An enterprising Toronto shoe repairer who has a complete Goodyear equipment, has issued a neat, round-cornered card with the above caption. After giving his name, address, etc., he has on the reverse side the following poem, entitled "Sole Doctor."

It's the Soles of the people I keep in view
 For I am the doctor of Boot and Shoe;
 And I serve the living and not the dead,
 With the best of leather, wax, nails and thread,
 I can sew on a sole, or nail it fast,
 And do a good job and make it last,
 There is nothing snide about what I can do—
 Doubt not my statement for work proves it true.
 I can give you a lift too in this life—
 Not only you but your family and wife.
 A great many patients come to my door,
 Worn out and run down, besides feeling sore;
 Though I don't use poultice, plaster or pill,
 I cure all sick shoes, no matter how ill.

Your Sole Tells Your Character

A Winnipeg shoe repairer has sent the SHOE AND LEATHER JOURNAL his business card on which appears the new science for shoe repairing. Here is the way soles are worn out and how to interpret the character of the wearer therefrom:

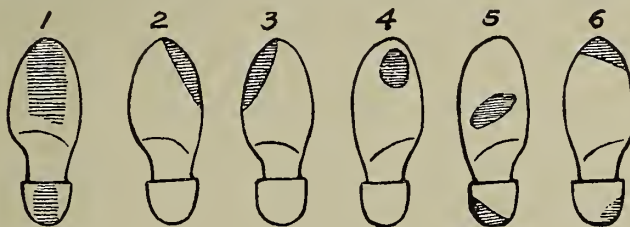
1. Wearing out sole and heel by an even pressure, an energetic and well-balanced character, "a sane mind in a

healthy body"; the sole of a good business man, of a reliable employe, a good husband, a good father, a faithful husband, or of an excellent mother.

2. Worn on the external side, an original and imaginative mind; prompt to make resolutions, tendency to unexpected prejudices, which sometimes attain their end by unexpected channels, and the shortest. In strategy a man like Hannibal, Alcibiades in politics, Ulysses in mythology.

3. Worn on inner edge, sign of bow-legs: the wearer of this shoe is debilitated physically, but a vigorous thinker, more careful of his thoughts than of those about him. He dreams while walking. He is the astronomer who falls into a well.

4. An oval hole in the shoe. This has the shape of the big toe, from the constant pressure of that toe; a resolute disposition; arrives at clean and clear decisions: sure of his



conclusions and aims. The intellectual athletes which are sculptured by the rude hand of Rodin have this foot, which grips the earth and bites into it.

5. Worn back of heel and ball of foot, docile character, a mind open to all influences: accepting suggestions from anyone: follows the simple life: smiles at fate: goes his way without harming anyone.

6. Worn toe and external side of heel, a dreamer or a skeptic; an industrious trifler who unravels life as he can in the light of fancy and little effort; as we say, "he was born tired," but he is curious nevertheless. A type of flirt and happy idler.

From the Fyles of 1888

(Continued from Page 42)

bought an old fashioned safe from a second hand dealer. At the time of the purchase one of the small drawers of the safe was locked. The dealer said it was locked when he got it two years previously, and as the person who sold it to him said it was empty, and he had lost the key, he gave it no more attention, and it was sold as it stood. It was moved into Cassils' store, and they never bothered about the key. This week Cassils, bought a new safe, and when transferring the books from the old one, out of curiosity more than anything else, the blocked drawer was forced open, and, carefully wrapped in jewellers' wadding, was found a tray containing a diamond necklace, bracelets, and a large number of unset stones. The safe had belonged to an absconding jeweller.

Pointed toes in rubbers will be ordered this season, and nearly all the rubber mills will start in with new lasts on all the styles. Extension edges are a novelty and are particularly suitable for morning and extra heavy wear.

J. H. Walker, Toronto manager of the Canadian Rubber Company, announces their list of new specialties in this issue. (Mr. Walker, familiarly known to the trade as "Johnnie," is now with the Dominion Bell Co. of Hamilton, but the shoe trade has still its "Johnnie" Walker).

James Acton

More About "Tom" Sheppard and His \$3 Shoes

EXPLAIN WHAT ONE PRICE POLICY DOES

In regard to Tom Sheppard I think I would "stick to my policy" of one price, but in so doing would be very careful to have no doubt in Sheppard's mind that I was giving him a square deal. Explain to him your one price policy, and give him to understand that by keeping faith with your customers you had built up the large business you now enjoy.

Through doing this large amount of business, you were in a position to buy and sell at a much lower price than your competitors, and that the quality of the boot was of the very best, absolutely solid, and would stand up and give him good wear besides being comfortable.

Then I would appeal to him as man to man (in a nice way) telling him that every person that came into your store paid the same marked price that you were asking him; and that it would not be fair to you or them to break away from your rule. Tell him he would still get the square deal that had brought him back to you and I do not think you would leave any doubt in Sheppard's mind that you were right and he would pay you your price and go away satisfied.—ALEXANDER V. WRIGHT, with Walter L. Joyner, Moose Jaw, Sask.

* * *

THE GOLDEN RULE AND SQUARE PRINCIPLE

If I had prided my store in the past on being strictly a one priced establishment with no favors shown, I would certainly adhere to that standard and keep up the good name of the store, by making Tom Sheppard pay the three dollars instead of \$2.75 which he offered me for the shoes. I would do it in a way that would convince Mr. Sheppard that I was a man of principle. I would say, "Now, Mr. Sheppard, it would only be a pleasure for me to give you the shoes that fit and that you like best at \$2.75 instead of \$3.00, but I do not feel that it would be honest business to make a cut to you and to give other customers no reduction.

"Look here, Mr. Sheppard, suppose I sold your next door neighbor, Mr. Smith, those shoes for \$2.75 and charged you \$3.00, would it be a just thing to do, or on the other hand charge Mr. Smith \$3.00 and give them to you for \$2.75. What would you think of me and the way we did business. My method is to sell goods to all customers for just what they are marked in plain figures, and at a fair profit. We want to make a success in the business life and by doing unto others as we would have them do unto us." Thus, I think in this way Mr. Sheppard will very willingly give me three dollars for the shoes, that he a short time ago wanted to buy at \$2.75. Most men in this world like to do business with a man or his store that is strictly on the square, and I am sure that Mr. Sheppard would pay the price, and remain a permanent customer.—FRANK HALBERT, Shelburne, Ont.

* * *

IT IS HUMAN NATURE TO TELL

I am and have always been in favor of one price, and believe that that price should be in plain figures. It is a protection to both the customer and the public. Now, Mr. Sheppard would ask me to throw off 25c on a three dollar shoe, I would ask this question. "Would it be fair to me to charge you, Mr. Sheppard, more or less than any other customer, when the price is right there marked in plain figures?"

If Mr. Sheppard pays three dollars for a shoe and his son should come along and get the same boot for \$2.75, he would think that we had a rather funny way of doing business. Once you cut a price to any man it is human nature for him to think that he is a little bit more clever or shrewd than someone else, and naturally possessing a good opinion of his alleged business ability he goes and tells someone else about it. He wants them to know what a bargain he got,—a regular \$3.00 shoe for \$2.75. Naturally he would always look for that cut, whereas if you had not slashed the price in the first place this man would never look for any special concession. If you are doing a one price business and everything is marked in plain figures and you have a sale on and cut the price, it is understood that you do so in order to clear out a certain line, but this is not saying that all your shoes are all on sale, as you are disposing of others at the price marked. I believe, that if you ask any man if he thinks it would be right for a store to charge him 25c or 50c less than the marked price on regular lines and then make some relative pay so much for the same shoe, he would emphatically say no. I think, after putting this question straight to Mr. Sheppard he would think a little more of you and your establishment and would promptly pay you the price.—J. MCGILLIVARY, with The Two Barkers, Limited, Amherst, N.S.

* * *

HONEST VALUES AND NO MISREPRESENTATIONS

In order to convince Mr. Sheppard that the reason why we could not cut the price of the \$3.00 shoe we would use the following arguments:

In the first place we bought these shoes at a price which we considered good buying. We put our ordinary legitimate profit on them. Now in view of the fact that leather is continually on the upward tendency (with very little sign of a change) in buying this shoe again the advance will probably prevent us from selling it at \$3.00 in the future.

We have also been propagating an advertising campaign lately. The principal fact we have been trying to impress being that our goods are sold at one price to every one and which we consider the only fair way of doing business. It would be against one of the strong principles of this store to cut the price to Mr. Sheppard, and we are sure that his fair judgment will tell him that this is the only way that we can get and keep the confidence of our patrons. Twenty-five cents is a very small matter, but business principles are worth thousands.

We believe that failures to-day in this or any other line of business are due to the fact that the merchant does not carry out what he advertises. He must be a man of his word and keep the confidence of his customers, and it is absolutely necessary for the clerk to have perfect confidence in the goods he is selling. This, with tact and a good manner of presenting the articles, will also inspire the confidence required in the customer, and it will do more than anything else to keep him coming regularly.

We think a line of argument of this kind will convince Mr. Sheppard what we say is correct and it will also settle in his mind that he can always trust us to give him good value for his money.

Honest values and no misrepresentation are our mottoes.—JESSIE CUMMING, with H. L. Harrison, Fergus, Ont.

FAIR TREATMENT ON BOTH SIDES

When a customer comes into our shop, and states about what kind of a boot he desires to purchase, I show him what I have. After sufficient fitting, and thought as to what suits him best, the price seems to be the next consideration. I tell him the price is \$3.00 and Mr. Sheppard offers me \$2.75. I would politely say that \$3.00 is the best I can do on that boot, and if he desires a boot at \$2.75 I would be only too pleased to show him some line of goods at his price. Then, if he still wants his first choice of boots, I would say I am sorry, but we want to treat you fair, and we wish you to treat us the same.

Our prices are reasonable and the same to every body, and then if he still continues to want a discount, and says if you do not make them such and such a price, I will not take them, I would politely refer him to the \$2.75 line again. Then, if not suited, I would stand firm by the goods. I would rather lose the first sale with such a customer than give way. This is the stand I would take with such a customer.

If a person sees the article they want, they will have it at its price. Then, again, a customer will come in and want a boot for heavy work. He gets the price on grain leather boots and the price on split leather, and perhaps it is 75c and \$1.00 difference. I very often make the sale, not on quality alone, but on the prices that prevail in the store. Perhaps I have not made my views very clear on this subject to you.—R. E. MCPHEE, with Tuttle's Shoe Store, Dartmouth, N.S.

* * *

APPEAL TO HIS PERSONAL JUDGMENT

The firm with which I am employed have for the past several years done business on a strictly one price basis. This, however, has not always been the case. Years ago, when the business was much smaller, Tom Sheppard quite frequently was able to get the desired quarter knocked off on the strength of being a big customer, or some other equally good excuse. When memory reminds him of this, he sometimes finds it hard to let that quarter slip without at least making an effort to save it.

Probably another reason why we have to deal with Tom Sheppard so often is due to the fact that our back door opens on the Market Square. It is, therefore, not necessary for one to draw on my imagination, but merely to recall one of the many times I have had to tell Mr. Sanders that we have "only one price," and to explain that if it were possible for me to cut the price he would really not feel satisfied, for he would not know whether he had the best price then or not, or whether his neighbor had secured them a quarter less, and think how angry it would make you, Mr. Sheppard if you found that out to be the case.

Then just think how many customers I would have to serve if I could sell a quarter cheaper than the other six clerks.

We do not consider that would be giving our customers, who put their confidence in us, a square deal. When you come here you expect to get good value for your money, and you give it. We buy our goods very carefully, in most cases direct from the manufacturer, and as we always pay cash we are able to secure rock bottom prices. Then, when it comes time to mark the selling figure, we are very careful. Don't you think yourself that this is the best and fairest method.

The appeal to his personal judgment will generally prompt him to say: "Yes, I suppose it is. You can do those up for me."

I might say that if Mr. Sheppard were a city man the last paragraph would be sufficient explanation, as his call would probably be made between office, or working hours, and he, therefore, places a higher value on "time" than does

the farmer whose time is all his own. —G. S. WARNER, with Baker & Co., 63 Rideau St., Ottawa.

* * *

WOULD THROW IN PAIR OF SOCKS

In the first place, after showing Mr. Sheppard the various kinds and styles in shoes, and getting him settled down to one pair, and as he has been a good customer of the store, and with his possibility of going away from the store without buying, and knowing the policy of the store to be one price, and much rather than lose his valuable trade, I would say to Mr. Sheppard after he has positively refused to pay more, I would say, "Just a minute, sir, here is a pair of socks, which I will put in with the shoes, as a special favor to you, well worth 25c. and therefore it will save me breaking the price on those shoes." Thanking you for the privilege taken.—A. F. DALE, Mortlach, Sask.

* * *

VERACITY ALWAYS RATHER THAN FAVORITISM

Whether the quarter should be thrown off, I would say, that although Mr. Sheppard has been a good customer in the past, as still I have always prided myself on my one-price policy, and have established a reputation for same, I would not depart from my regular practice and cut the price. One has to consider the majority not the minority, and if a dealer has his reputation for veracity at stake, this fact must not be overlooked to curry favor of one customer. Once a dealer gets the reputation of not living up to his statements he is bound to lose trade and his advertisements will be looked upon with suspicion. Honesty is the best policy and this applies in the present instance, it, to my way of thinking, being dishonest for him to cut the price for one customer and not for others when he has a one-price policy.

Furthermore, I see no reason why by not throwing off the quarter, I should lose Mr. Sheppard's trade. The shoe is the kind he wants and suits him in every particular except the price. As he is willing to pay \$2.75 it would be a very easy matter to persuade him to pay the full marked price, \$3.00. I would explain to him that I have adopted a one-price policy, and while I deeply value his past patronage, I cannot, even in his case, depart from my regular practice, for by so doing, I would not be acting on principle. Mr. Sheppard being a liberal-minded man would of course be led to see the fairness of my point of view, and make the desired purchase at marked price. Thus, I will have maintained my reputation as abiding by my statements, and Mr. Sheppard will have secured the shoes that suit him and come away from my store with a higher appreciation of my honesty.—MARGARET F. McDUGALL, with H. J. McDougall, Main street, Antigonish, N.S.

* * *

PLAINLY MARKED PRICES TELL

I am prompted to answer your query, "How do you defend One-Price policy?" by actual experiences along this line and so I can vouch for the efficacy of such a system.

Mr. Sheppard, we appreciate your patronage, have always done so, and we want to sell you this pair of shoes. I think that you will agree with us that if we should accept \$2.75 from you for this pair, that we have no right to ask another man more than \$2.75, which is, under present conditions of the shoe and leather industry, too small a price.

The fact that we have a plainly marked price system should be a guarantee to you that you are getting your money's worth, for if it was not so and was marked in characters thus allowing a sliding scale of price, you would have just reason for questioning every first quotation we made to you, and others the same. You would feel that we were

willing and expected to "dicker" each sale to suit the moment.

Mr. Sheppard, consider it a moment, aren't we correct? Yes, thank you.

Will there be anything else? Better take along a can of viscol oil, a superior waterproofing that will protect your shoes against this moist penetrating snow water so universally prevalent at present and thereby add a double protection to your health—25c straight—it lasts well. Two cans? Very well. Thank you, that will be \$3.50 altogether. Good bye, Mr. Sheppard. Glad to see you any time.—FRED W. HORN, manager of Fort William Shoe Store for E. R. Gavin.

* * *

NOT RIGHT TO MAKE EXCEPTION

When Mr. Sheppard, being an old time customer of this store, made his selection of a work shoe, price \$3.00 and offered \$2.75 for it, I would say, You are an old customer of the store and know our one price policy to all. The shoe is priced as low as we can make it and do justice to ourselves. We have sold several dozen pair of this shoe and it has given universal satisfaction.

We have not sold a pair of them for less than \$3.00. We would not consider it a right policy to make an exception in any case. You know our guarantee is behind this pair of shoes. If they from any cause do not give you satisfactory wear, we are quite willing to make the matter right with you. I would consider Mr. Sheppard would take the shoes without the 25c reduction asked for.—LOTTIE NASH, with J. A. Taylor's shoe store, Petrolea, Ont.

* * *

MOTTO IS "SQUARE DEAL TO ALL"

In dealing with Mr. Sheppard I would try and convince him I was right in attitude by stating to him as follows:

Mr. Sheppard, I know these shoes were bought right and \$3.00 is a fair price to you for them. You have been a good customer of mine for some time and I have always appreciated your liberal patronage and in return I have always tried to sell you good wearing goods.

Now, I would like very much to accommodate you by selling these shoes for \$2.75, but I cannot see my way clear to do so. When I started in business here 15 years ago my motto was then and is to-day a square deal to all.

This tan shoe is a line that sells regularly with me the year round, and up to the present time I have sold a great many pairs, receiving in every instance \$3.00 per pair for them. Now it certainly would not be fair for me to charge all others \$3.00 and sell you the same shoe for \$2.75.

For instance, you would come in to me and purchase a pair of shoes like these and I would charge you three dollars. A few days later your neighbor, John Smith, would come in and offer me \$2.75 for the same shoe and rather than let him go out, I would take the money and let him have the shoes. A week later you and Smith, while exchanging words, would notice you had shoes on of the same kind.

You ask Smith where he got the shoes and he would say at Love's. You inquire what he paid and he says \$2.75. Knowing that I charged you \$3.00 for yours you would likely feel a trifle sore at me, and possibly I would lose your trade through the deal, so you can readily see it works both ways.

But you say to me I will never say anything about the price to anyone. That part of it is all right, but what about me when another customer comes in and offers me \$2.75 same as you?

If I am honest and truthful I cannot say to him as I have said to you, that I have never once cut the price of these shoes. Now, I think, Mr. Sheppard, you want to be fair and I hope you think of me as I do of you. What I

will do is this. I will guarantee the price \$3.00 to you and if you find you can purchase the same shoe or one as good for less than \$3.00 come in to me and I will refund you the difference between my price and the other fellow's, or if the shoes are not soiled I will refund you the purchase price, \$3.00.

This proposition, I think, will appeal to you as a fair one and in your future purchases at my store you will have confidence in me that I am not charging you more than your neighbors or any one else.—FRED W. LOVE, Aylmer, Ont.

* * *

MONEY BACK IF NO WEAR

I would convince Mr. Sheppard that the twenty-five cents difference which he is paying now will bring him double at the end.

In justifying this, I would guarantee him that if the shoes didn't give him good reasonable wear and satisfaction I would refund him the money. Of course we know Tom Sheppard a little as he is a frequent visitor in our store and he would not complain unless it would be correct. We know we are giving him a good shoe for the money, so I think he would be satisfied and take the shoes.—B. SCHWART, 727 Queen street east, Toronto.

* * *

NO FISH OF ONE AND FLESH OF ANOTHER

I would explain to Mr. Sheppard that we have one price for every person, and can not cut the figure under any consideration. I know from experience that ninety-nine times out of a hundred he will take the shoes because we run our business that way. We have several every day wanting us to cut. We explain to them we put on a reasonable living margin and cannot afford to cut prices. We point out that it would not be reasonable or fair to let one have a \$3.00 shoe for \$2.75 and to charge the next customer \$3.00 because he wouldn't ask a cut.

I say one price, and if he won't reason with you let him go out.—C. M. WALLACE, of Wallace Bros. Shoe Store, Guelph, Ont.

* * *

A PROTECTION FOR BOTH PARTIES

In defending my one price policy to Tom Sheppard, after he has made his choice of a three dollar pair of boots I would say:—

Mr. Sheppard, you have picked on one of our boots that we can recommend for your use. It is a standard screw, tan grained, whole quarter, double sole, and a boot that will give you good value for every cent you invest in it. It is not the money you put into a pair of boots that determines their value, but the wear you get out of them.

Now, regarding our one price to all. These boots are marked to give us only a fair margin of profit. If your neighbor bought a pair for \$2.75 and you paid \$3.00, when you saw you had the same boots and compared prices, you would naturally think you had been "done" to the extent of twenty-five cents, which is not a large amount, but you would feel, naturally enough, that it should be yours.

Now, Mr. Sheppard, we want to give you protection as well as protect ourselves. Our one price policy and the same service to all, we believe, is the best for our customers as well as ourselves. Our goods are marked in plain figures and in this way you get protection. You want the best price that is going without having to do any bantering about it, and with us you get it. You are a business man and like doing business on business principles. We appreciate your account and always try to do the best we can for you.

With the result that Mr. Sheppard buys the boots, pays \$3.00 and goes away feeling we are his best friend in the shoe trade.—A. T. MARSHALL, Renfrew, Ont.



AN ARTISTIC WINDOW THAT CAPTURED THE TRADE

Among the progressive footwear establishments in Ontario, which put in an attractive Easter window, was the Neill Shoe Store in Lindsay, which has an exceptionally attractive front, about 22 feet wide. The exhibit of ladies' Easter footwear, as shown in the east show window, was decidedly effective. The entrance is in the centre of the store, with a 12 foot approach at the street, converging to a door which is four feet wide. The show windows are each five feet wide at the front, and seven feet at the sides. The design of the display was simple, but effective. The color scheme was white, purple and green. The panels in the background were all white lumber, covered with white

canton flannel and the lattice work was created of strips of white crepe paper, over green backing. A glass shelf was placed on a pedestal in the centre of the window and draped with purple sateen. This gave a suggestion of Eastertide, while the artificial flower decorations added a Springlike touch to the pleasing picture. Appropriate window cards called attention to the new styles in Spring footwear. The window was trimmed by Coleman Blewett and attracted considerable attention. W. J. Carlisle, the energetic manager of the Neil Shoe Store in Lindsay reports having done a very satisfactory Easter trade and looks forward to a good Summer business.

Many Orders for "The Gritzner"

That the Gritzner hand soling sewing machine is meeting with ready favor among shoe retailers and shoe repair men is evidenced by the fact that C. Parsons & Son, Limited, Toronto, report a very gratifying number of sales. Orders for this machine, which enables the repairer to sole a pair of boots in five minutes, have been placed with the following persons: W. A. McLeod & Co., Kenora, Ont.; W. J. Trott, Leamington; W. C. Bartlett, 1287 Bloor street west, Toronto; Tom Brake, 562 Yonge street, Toronto; B. W. Brown, Belleville, Ont.; A. Winter, Campbellford, Ont.; J. D. Narrie, Marmora, Ont.; J. A. Schnurr, Mildmay, Ont.; W. Robertson, Palmerston, Ont.; R. W. Croskery, Perth, Ont.; S. W. Stanzel, Carleton Place, Ont.; J. C. Ferguson, Renfrew, Ont.; C. J. Penestone, Bracebridge, Ont.; L. M. Switzer, Sutton, Ont.; J. C. Starr, Cobalt, Ont.; J. Volinski, Cobalt, Ont.; E. E. Reid, Pefferlaw, Ont.; St. Hyacinthe Soft Sole Shoe Co., St. Hyacinthe, Que.; R. Neil, Peterboro, Ont.; J. L. Thompson, Port Hope, Ont.; Chas. Scott, Port Hope, Ont.; Ben Westlake, Cobourg, Ont.; J. Carey, Peterboro, Ont.; M. W. Collins, Whitby, Ont.; W. F. Finlay, Cookstown, Ont.; S. Hayes, Beeton, Ont.; J. R. Brown, Collingwood, Ont.; W. R. Hall, Davidson, Sask.; C. J.

Christenson, Huntsville, Ont.; D. Hawkins, Petrolia, Ont.; J. Corrigan, Bradford, Ont.; J. A. Carey, Orillia, Ont.; J. Good, Orillia, Ont.; Toronto Shoe Repairing Factory, 761 Yonge street, Toronto; S. J. Halbert, Markdale, Ont.; J. A. Matchett, Owen Sound, Ont.; J. Blum, Owen Sound, Ont.; John Hughes, Lindsay, Ont.; J. H. Jacques & Son, Quebec, Que.; C. Brown, Barrie, Ont.; Jno. Phillips, Bracebridge, Ont.; Cooper & Swartz, St. Thomas, Ont.; Hubert Ashplant, London, Ont.; W. H. Davis, 134 Dundas street, Toronto; E. Gadsby, 566 Queen street west, Toronto; Jno. Jeffries, Strathroy, Ont.; J. E. Schmidt, Guelph, Ont.; C. Wiltshire, 447 Ossington avenue, Toronto; J. Wade, Ingersoll, Ont.; Alf. Harpon, London, Ont.; Wm. Rowe, London, Ont.; J. Hessenauer & Son, Berlin, Ont.; J. Shoemaker, Berlin, Ont.; J. T. Stenson & Sons, Peterboro, Ont.; Adams Bros., Winnipeg; J. G. Newman, 505 Parliament street, Toronto; T. Mason, 640 Pape avenue, Toronto; J. H. Thompson, 45 Hallam street, Toronto; Irvine Shoe Store, West Toronto; A. E. Alexander, Hamilton; A. Mason, 104 Geary avenue, Toronto; Ed. Bell, 1212 Dufferin street, Toronto; Brodie Bros., 229 Dundas street, Toronto; A. Blain, Coaticooke, Que.; A. Chadwick, 1588½ Danforth avenue, Toronto; W. R. Murray, Woodstock; W. P. Hourigan, Guelph; W. Baldwin, 1169 Dundas street, Toronto; G. Parrott, 1647

Dundas street, Toronto; Peel Shoe and Legging Co., Whitby; Parliament Shoe Rep., 462 Parliament street, Toronto; G. Swartz, 735 Pape avenue, Toronto; I. Belisle, Rock Island, Que.; E. Metivier, Sherbrooke, Que.; F. R. Knapton, Kelowna, B.C.; Jas. Wood, St. John, N.B.; Wilson Bros., Farnham, Que.; J. Hurley, Fredericton, N.B., and others.

Veteran Shoe Dealer Will Lose Home

John Hellyar, the veteran shoe retailer of Bowmanville, who last week celebrated the sixty-second anniversary of his wedding, has just received notice that his home, "Gladstone Villa," which he has occupied for so long, will be torn down to make room for the railway terminal of the C.P.R. in Bowmanville. After occupying their comfortable dwelling for so many years Mr. and Mrs. Hellyar feel very sorry to be forced to vacate. Mr. Hellyar is eighty-four years of age and his wife eighty-five, and notwithstanding their advanced years are enjoying good health. Mr. Hellyar



goes down to business twice a day, but does not take a very active part. One remarkable feature is that out of a party of seventeen which left England at the same time all are dead excepting this venerable couple. Mrs. Hellyar had six brothers and no sisters, while Mr. Hellyar had six sisters and no brothers. Mrs. Hellyar's family all came to Canada, while Mr. Hellyar's all remained in England, and the esteemed pair, who last week celebrated the sixty-second anniversary of their wedding, are the only survivors of their families.

Shoe Merchant Disappears

No trace has yet been secured of Malcolm P. Johnson, shoe merchant, of St. Thomas, Ont., who has been missing for several days. His partner, Mr. McCormick, and other friends are leaving no stone unturned in an effort to find some trace of Mr. Johnson, but so far have not had any definite information. Dr. Bruce, who operated on Mr. Johnson, expressed the opinion that the shoeman had simply lost his memory temporarily and would turn up all right again.

Mr. Johnson is described as a man 43 years of age, but looks older, weighs 190 pounds, is 5 feet 10 or 11 inches in height, has light complexion, light colored but not gray hair, gray eyes, has rather coarse features, and his face is lined with deep wrinkles. He has a scar on his right temple, where he was operated on for fracture of the skull; his hands are very large and show signs of hard work at one time, and his ears are exceptionally small for a man of his size. When he left his boarding house he was wearing a dark brown coat and vest, gray pants, with black stripe, black fedora hat, black shoes and gray soft shirt and collar of same material. He carried a gold watch with hunting case and heavy gold chain, with links connected by heavy

The Change in Rubber Selling

J. H. Walker, general manager of the Dominion Belting Co., Hamilton, who was Toronto manager of the Canadian Rubber Co. for twelve years—from 1885 to 1897, writing to the SHOE AND LEATHER JOURNAL, says reminiscently:

"The mode of doing the rubber shoe business has been changed since I was with them. Then we did it exclusively through the wholesale jobbing trade, and could not increase our sales in that line beyond what the jobbers chose to buy. In mechanical rubber goods we did branch out, and as a result our business in those lines increased 200 per cent. during my regime. The wholesale jobbers in rubber shoes in the old days had to do the business on a small margin, and assume all risks, so that you can understand they did not enthuse over the prospects."

Newsy Notes From Quebec

Lud Duchaine has returned from a trip through the shoe centres of the United States.

O. Goulet, shoe manufacturer, whose sample room and office were badly shattered by an explosion of a gas tank some time ago, has completely restored his premises.

J. E. Leclerc, formerly with J. H. Larochelle & Fils, is now manager for Mr. Goulet and they are putting out new and stylish lines of shoes.

Art. Duchaine, of Duchaine & Perkins, shoe manufacturers, who was operated upon last week for appendicitis, is rapidly recovering.

Ed. La Forte, shoe retailer, has removed to his new place of business on St. Valiere street, and has one of the nicest stores in that part of the city.

A banquet was held by L'assemble Papineau, of which assembly Jos. Tanguay, manager of the Rock Shoe Co., is the president. Among those who assisted in the proceedings were: His worship the mayor, M. Brunet, of the Rock Shoe Co.; Uld. Deslaurier, tanner; Fidel Blouin, of J. A. Scott; Med Tremblay, shoe manufacturer; Wm. Desbiens, assistant manager of the Wm. A. Marsh Co.; W. Laflamme, foreman of the fitting room of the Wm. A. Marsh Co.; Honore Picard and Alf. Magnan, foremen of Tourigny & Marois; N. Descombes, foreman of Eug. Thivierge; Jos. Ouellet, Ed. Desy and V. Noel.



AMONG THE SHOE MEN.



Roy Wilson is retiring from the shoe business in Perth. The Satisfaction Shoe Store has recently registered in Montreal.

Boyer & Freres, shoe dealers, Montreal, have dissolved partnership.

A local union has been formed by the trunk and bag makers in Montreal.

Geo. H. Wyatt is starting a shoe store and men's furnishings in McBride, B.C.

H. Goldman & Sons, dealer in leather goods, Montreal, have recently registered.

P. J. Hogan, U.S.M. Co. special agent, Montreal, is in Toronto for a few days.

Nap. Rivet, superintendent of Dufresne & Locke, Montreal, was in Boston recently.

Harry Thompson, of the Thompson Shoe Co., Montreal, was in Boston recently.

R. E. White, shoe dealer, of Victoria and Kamloops, has sold his Victoria business.

J. E. Dupre, of the Montreal Box Toe Co., Maison-neuve, was in Quebec recently.

H. E. Munday, shoe dealer, of Victoria, was in Vancouver recently on a business trip.

R. Watson, shoe retailer, of Victoria, was a recent visitor to Vancouver on business.

J. A. Lecker, dealer in shoes and men's furnishings, Taber, had a meeting of creditors.

J. Young, of Young & Manton, shoe dealers, Victoria, was a recent visitor to Vancouver.

C. A. Davies, of Blachford, Davies & Co., Toronto, spent a few days in Ottawa this week.

J. Reagh, shoe dealer, of Ladner, B.C., was a recent visitor to Vancouver on a buying trip.

H. H. Lightford, manager of the Perth Shoe Co., Perth, was in Toronto this week on business.

Wm. Perrault, of Montreal, has established the Sherbrooke Shoe Repairing Shop in Sherbrooke.

F. Colosino and brother have opened a new shoe repairing shop at 64 Secord street, in Port Arthur.

S. H. Parker, manager of the Solid Leather Shoe Co., Preston, has removed his family to that town.

C. E. McKeen, of Vancouver, has returned from a trip through Manitoba, Alberta and Saskatchewan.

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

Wm. McDonald, shoe dealer, of Victoria, recently moved into his new store on Government street.

Walter Barrow, formerly of St. Louis, has accepted a position with Getty & Scott, Limited, of Galt.

Chas. Campbell, Canadian manager of the Boston Last Co., Richmond, Que., was in Montreal last week.

J. W. Bridgett, formerly of Meaford, has bought out the Pioneer Shoe Co., Broadview avenue, Toronto.

Ken. Murray, of the Murray Shoe Co., London, was a recent visitor to the Montreal branch of his firm.

C. F. Hayes, formerly superintendent of Underhill's Limited, Barrie, Ont., was in Montreal last week.

A. L. Baldwin, who is covering the West for the United Shoe Machinery Co. of Canada, is spending a few days at

Redcliff, Alta., where he is instructing operators in the factory of the Alberta Shoe Manufacturing Co.

Mr. Albee has been appointed foreman of cutting room, Ames-Holden-McCready, Limited, Montreal.

R. E. White, shoe dealer, Victoria, has sold his two stores in that city to Burriss Bros., of Kamloops, B.C.

Mr. McFarlane, of A. McKillop & Co., Calgary, was in Toronto and Montreal recently on a buying trip.

Mr. Tabrum, of the Pryce-Jones, Limited, Calgary, has returned from an extended business trip through the east.

J. O. Worby has opened up his last factory at Bishop's Crossing, Que., with a large quantity of lumber on hand.

H. R. Rice, secretary and general manager L. R. Hulbert Co., St. Catharines, was in Toronto this week on business.

The Klassy Boot Shop was recently opened at the corner of St. Catherine and St. Urbain street, Montreal.

R. R. Macaulay, Montreal, secretary-treasurer of the Miner Rubber Co., was in Toronto last week on business.

Gale Bros., Quebec, have had a complete equipment of heeling department machinery added to their present outfit.

A. Berube, of the U.S.M. Co., is at present in St. Stephen, N.B., instructing operators in Clark Bros.' factory.

C. W. Nolan, who has been conducting a shoe business in North Battleford, Sask., has been succeeded by B. Ringler.

W. A. Clark, who is a practical shoemaker, has opened an attractive new store at 2392 Queen street east, Toronto.

Jos. Daoust, of Daoust, Lalonde & Co., Montreal, was recently on a trip to large American and Canadian shoe centres.

R. H. Avey, who has been employed in the Neill Shoe Store, Brantford, for a couple of years, has removed to Toronto.

Vachon & Co., shoe dealers, Granville street, Vancouver, are closing up their store and retiring from business.

The Public Benefit Shoe Co., and the Klassy Boot Shop are among those who have registered recently in Montreal.

H. E. Moles, managing director J. & T. Bell, Limited, Montreal, has returned from a holiday trip to South Carolina.

P. Degrosbois, of Dufresne & Locke, Montreal, has taken over the accounting department of the new Slater Shoe Co.

The W. E. Woelfle Shoe Co., of Berlin, have recently installed several machines in connection with the Rex pulling over system.

Frank S. Cronk, late of St. John, N.B., has joined the staff of S. C. Cronk & Co., shoe jobbers, Wellington street west, Toronto.

Duchaine & Perkins, Quebec, have recently installed pulling over and lasting machinery in their factory, through the U. S. M. Co.

John Doherty, late foreman of the Solid Leather Shoe Co., Preston, Ont., has resigned and returned to his home in Rochester.

The Brandon Shoe Co., of Brandon, Man., with a capital stock of \$100,000 has been granted a provincial charter and its incorporation is announced. The Brandon

men behind the new company are S. F. Lloyd, H. Wood, C. Hall, D. Forbes and G. Forbes.

J. E. Pare, of Dufresne & Locke, Montreal, spent several days in Boston and other American centres, looking over new styles.

The McRae Mercantile Co., of Revelstoke, B.C., have opened up an exclusive shoe store in that city, known as the Royal Shoe Store.

Shoe conditions in general at the present time indicate that manufacturers in Quebec are somewhat busier than those in Montreal.

E. L. Emerson, of the Boston Last Co., Boston, was in Richmond, Que., the Canadian office of his firm, and Montreal recently.

John A. Walker, of Walker, Parker & Co., Toronto, is spending a few days in Boston, Lynn, Haverhill and other eastern shoe centres.

Cornett Bros., shoe dealers, of Vancouver, have opened a new store on Hastings street. J. Cornett was with Jas. Rae for several years.

Snedicor & Hathaway Co., Limited, of Tillsonburg, have installed a C. H. M. lasting and other machines and are rushed with orders.

Eudor Fournier of the Plessisville Shoe and Leather Co., Plessisville, Que., was in Toronto this week, calling upon the jobbing trade.

Jas. Johnston, formerly shoe retailer of Kingston, who was widely known among the trade in eastern Ontario, passed away this week.

The wholesale shoe firm of Phaneuf, LaRose & Co., Montreal, has dissolved partnership. A. Desmarteau has been appointed liquidator.

The Regina Shoe Co., Montreal, recently installed a new type, model "K" turn sewing machine and also a new type turn channeling machine.

W. S. Louison, general sales manager of Ames-Holden-McCready Co., Limited, Montreal, spent a few days in Toronto last week on business.

M. B. Young has opened a new retail shoe store at the corner of Bloor west and Dufferin streets, Toronto. It is known as the Economy Shoe Store.

Scotland imports large quantities of leather annually, and buyers are anxious to receive quotations from Canadian firms in a position to export oak bends.

J. J. Dupre, of the United Shoe Machinery Co. of Canada road service, is starting new machinery in the factory of Clark Bros., St. Stephen, N.B.

The Ideal Shoe Co., of Elmira, Ont., have recently put in a Lightning heeling and other machines and are turning out some nice lines in children's footwear.

A. J. Healey, manager of the Quebec branch of the Canadian Consolidated Rubber Co., Limited, has been elected a member of the Quebec board of trade.

Clarence F. Smith, vice-president and general manager of Ames-Holden-McCready Co., Montreal, has returned after spending a few weeks at Atlantic City.

E. Birdsall has disposed of his shoe and grocery business in Cayuga, Ont., to F. W. Wigg. Mr. Birdsall will likely go into a new business block this summer.

The stock of James V. Russell, shoe merchant, 677 Main street, St. John, N.B., who made an assignment some time ago to G. Earle Logan, has been sold by tender.

J. A. Adams, manager of the Murray Shoe Co., London, and Walter Stevens, superintendent of the company, spent a few days in Toronto last week on business.

The Canadian Consolidated Felt Company has absorbed the Dominion Shoe and Slipper Company in Berlin, the purchase of the plant being ratified at the annual meeting. The directors appointed were: A. J. Kimmel, T. H. Rieder,

V. E. Mitchell, H. D. McKellar, A. C. Kimmel, L. A. Pequegnat, A. W. Young. Four plants will be under control of the new board.

E. R. Gavin, shoe retailer, of Fort William, has announced that he will give a five dollar pair of shoes to the most popular player in the local football league this season.

Mr. Phaneuf, of Phaneuf & Loiselle, Upton, Que., was in Montreal this week arranging to add a number of late model machines to the present equipment of his factory.

D. Lorne McGibbon, president of the Canadian Consolidated Rubber Co., Montreal, is spending a few days at his country home in St. Agathe, after his recent illness.

Arthur Echold has been appointed city traveler for Blachford, Davies & Co., Toronto, succeeding Chas. A. Blachford, who has gone into the shoe manufacturing line.

A sale was held on May 2nd at 122 Adelaide street west, Toronto, when the machines for heel building formerly used by Jackson & Dowdall were disposed of by auction.

W. R. Murray, shoe repairer, Woodstock, Ont., has installed a Gritzner sole stitching machine. Mr. Murray is well pleased with the outfit and is doing a large repair business.

Alfred Winn, late with B. F. Morley & Son, Toronto, has taken a position with the Star Shoe Co., Montreal, and is now covering the territory east of Toronto in the interest of that firm.

The U.S.M. Co. of Canada have recently taken an order for a complete equipment of machinery for the manufacture of Goodyear welts from the Blachford Shoe Manufacturing Co., Toronto.

K. D. Gahan, for many years connected with the J. & T. Bell Co., Montreal, is now with the Getty & Scott Co., Limited, of Galt, Ont., where he has charge of the bottoming room in this factory.

W. C. Meyers, Western Canada representative of the Rideau Shoe Co., who has completely recovered from his recent illness, left last week for the Prairie Provinces after spending a few days in Toronto.

A manufacturer of children's shoes who is now operating on a small scale in another Ontario city, will, it is understood, locate in Peterboro, if he should be successful in securing sufficient stockholders' capital.

The Parrott Shoe Co., who have shoe stores in Regina, Saskatoon and Moose Jaw, are building up a steady trade in all these centres and are talking of starting a shoe factory in Factoria, which is a suburb of Saskatoon.

W. G. Coburn, late of the Dunford Elk Shoe Co., Stratford, has joined the traveling staff of Blachford, Davies & Co., and is now looking after eastern Ontario, while W. G. Hardie has been appointed sample room salesman.

H. W. McGee, formerly of the Hartt Boot and Shoe Co., Limited, Fredericton, N.B., has been engaged to represent the Murray Shoe Co., of London, in the Maritime Provinces. His headquarters are in Halifax, where he has opened an office.

Gourlay & Fogelberg, Limited, of Berlin, have moved into their new and well equipped shoe factory, where they are turning out women's high-grade McKays. The factory is three storeys high with basement and possesses every modern convenience.

Early closing is gaining ground and among the latest cities to fall in line is Stratford, where merchants, including the shoe retailers, will be required to close their shops at seven o'clock every night, except Saturday and days immediately preceding public holidays.

Hilton R. Eaton, formerly in the shoe department with Perry & Alport, Orillia, and latterly with the Eaton Shoe Co., Port Arthur, who has been spending some time in

Vancouver and other western cities, was in Toronto for a few days last week on business.

W. J. Heaven, Toronto, manager of the Anglo-Canadian Leather Co., has returned from a two weeks' successful business trip through the Maritime Provinces, in company with S. L. Lawther, who has been appointed salesman for the lower provinces and Ontario.

T. H. Lane, foreman of cutting room, Ames-Holden-McCready, Limited, Montreal, has been appointed superintendent of No. 3 factory at St. Hyacinthe to replace F. J. Boyden, who has taken the position of general manager with the Slater Shoe Co., Montreal.

Several changes have been made in the Relindo Shoe Co.'s factory, Toronto, and motors have been erected throughout the building. These will take the place of steam for motive power and as the installations are about completed, operations will be resumed this week.

Ed. R. Lewis, leather dealer, Toronto, has been appointed Ontario representative for Duclos & Payan, of St. Hyacinthe, Que., and will handle their lines of sole leather. Mr. Lewis, who recently spent a few days in Montreal, has also added to his other lines splits and Ajar goat, made by H. S. and M. W. Snyder, Boston.

Bert Daville, representing Charles Parsons & Son, Limited, 79 Front street east, Toronto, leaves in a few days on an extended business trip through Western Canada. He will go as far as the Coast. Mr. Daville has been covering the Prairie Provinces for the past seventeen years.

A very attractive Horse Show window was recently installed by John Merner, shoe retailer, Bloor St. W., Toronto. A pleasing background of gold and purple paper was put in and two large cardboard horse shoes were suspended, one in each window, while the other settings were equally appropriate.

John McDougald, commissioner of customs, and J. U. Vincent, of the Department of Inland Revenue, Ottawa, members of the commission appointed by the Federal Government to inquire into the causes of the increased cost of living, were in Quebec recently.

August Stanke, who, for the past 28 years, has been superintendent of the Berlin Felt Boot Co., has severed his connection with that concern and taken a position with Oscar Rumpel. Mr. Rumpel and Mr. Stanke were in Montreal recently purchasing machinery for the new felt factory which is being established in Berlin.

F. M. (Pete) Cowan, who is now representing the Sherwood Shoe Co., of Rochester, N.Y., and recently returned from an extended trip to Western Canada, is spending some time in Ontario. The company manufacture women's high grade McKays and the fall samples of the firm are certainly up-to-date in style, lasts and patterns.

A. Beaudoin, of Sherbrooke, Que., was charged with having stolen eighteen pairs of shoes from Louis Auger, shoe retailer, of that city. It appears that the latter has been making repairs to his building and Beaudoin had been working with him for a while and was familiar with the premises. The defendant was committed for trial at the next court.

Mr. Reid, assistant manager of the Seamless Rubber Co., Toronto, and Mr. Metcalfe, who is a foreman in the Dunlop Rubber Co., Toronto, are establishing a rubber manufacturing industry in Cayuga, Ont. The machinery is now being installed and it is expected operations will start shortly. Messrs. Reid and Metcalfe, who are both practical men, will take up their residence in Cayuga.

Miss Violet MacMillan, the dainty Orpheum "Cinderella," recently elected Johnson's shoe store, Vancouver, to be the custodian of her little 12½ child's size Cinderella slipper, and all Vancouver ladies were invited to wear it.

Two box seats in the theatre were presented to every lady who succeeded in getting the slipper on her foot, but the local number of "Cinderellas" was very few.

A well known merchant and citizen of Hamilton passed away recently in the person of Patrick Arland. Mr. Arland had been in the boot and shoe business in Hamilton for the past 35 years, and during that time has made numerous friends. For a number of years he acted as school trustee on the Separate School Board, and always took a lively interest in public affairs. He was 60 years of age.

The London Shoe Co., of London, have issued their annual catalogue to the trade. It is nicely printed on coated paper and is splendidly illustrated. A group picture of the staff is given as well as a colored map showing the leading points to which shipments are made by the company while the facilities of the mail order department are pointed out. The 1914 catalogue is more complete and attractive than ever.

An interesting and attractive window was recently installed in the John Agnew shoe store, Brantford, consisting of various foot appliances made by the Scholl Manufacturing Co. G. W. C. Greenwood, of Toronto, foot specialist, spent a few days recently at the Agnew store and gave expert advice on overcoming pedal troubles. The result was

NOW OCCUPYING THEIR NEW FACTORY

E. T. Wright & Co., of St. Thomas, have moved into their splendid new factory, where they have space for turning out a thousand pairs daily. E. E. Donovan, manager of the Canadian branch of the company, reports that everything is working smoothly and manufacturing conditions in their new home are unsurpassed. The Canadian branch of E. T. Wright & Co. was established in October, 1912,



E. E. DONOVAN, ST. THOMAS, ONT.

and the firm have been doing a fine business. Fred Wright, late of the company's factory at Rockland, Mass., has charge of the bottoming and finishing room. The new Fall samples represent a choice range in men's Goodyear welts on classy lasts and the workmanship and finish are much admired. A description of the new factory, which was built by the city of St. Thomas, has already appeared in the SHOE AND LEATHER JOURNAL.

that a very large business was done in arch supports, bunion protectors, toe-rites, foot powder, etc.

George Arthur Bickell, manager of the Toronto branch of the Barrie Tanning Co., 61 Front street east, is receiving the congratulations of his many friends in the trade on his recent marriage. He was wedded on April 8th to Miss Margaret Hall, daughter of John Hall, 21 Garnock avenue, Toronto, the ceremony being performed by Rev. J. C. Wilson. Mr. Bickell and bride, who spent a couple of weeks in the eastern cities have returned to Toronto.

Among the shoe representatives who spent a few days in Toronto last week showing fine ranges of attractive Fall samples were Frank Slater of the Eagle Shoe Manufacturing Co., Montreal; J. P. Buchanan, of the Smardon Shoe Co., Montreal; Frank Power, of the Rena Shoe Co., and other companies; Fred Hull, representing the La Parisienne Shoe Co., Montreal; J. G. Settle, of the Murray Shoe Co., London, and Charles E. Fice, of J. & T. Bell, Limited, Montreal.

Alfred W. Donovan, of E. T. Wright & Co., of Rockland, Mass., has been appointed by Governor Walsh as chairman of the Board of Labor and Industries, for a five-year term. Mr. Donovan is president of the Wright Company, having held that office for the past five years. He is a prominent Republican and has been mentioned as a candidate for lieutenant-governor. His appointment by Gov. Walsh, who is a Democrat, is on account of his ability. Mr. Donovan

is a brother of E. E. Donovan, head of the E. T. Wright & Co.'s Canadian plant in St. Thomas, Ont.

Western Tire and Rubber Co. will start the construction of a new factory in Regina in a few weeks. The structure will cost about \$175,000. W. D. Wilson, of Winnipeg, is president of the company, and J. O. Sharp, secretary and treasurer. The company is capitalized at \$1,000,000 and a large block of the stock has been subscribed in Regina. The factory will be 300 feet long by 70 wide, two storeys high, with basement. It is expected the plant will be in operation by April 1st next and the capacity will be 300 tires a day, including tubes. The company will also make motorcycle tires, belting, hose and all kinds of rubber mechanical goods.

Owing to the backward season, Spring trade has not opened up in the shoe line in many parts of Canada as it otherwise would have. Jobbers report that sorting business during the past month has been very fair and in some cases, has exceeded the volume of last year. This is easily accounted for owing to the fact that many dealers have allowed their stocks to run very low. In fact a leading jobber remarked this week that never since he was in business had he known retailers to permit various lines to decrease to such an extent as they have during the past few months, which is accounted for largely owing to the quietness of the trade and the tightness of the money market.

In writing to the SHOE AND LEATHER JOURNAL a shoe retailer in Saskatoon says that he believes that place is "knocked" from Winnipeg east more than any other spot on the map and adds, "Yet after having been here through the financial stringency in 1907 and 1908 and again in 1912 and 1913, I am fully persuaded that Saskatoon stands hard times better than any other place I have heard of. Real estate, while considered to be somewhat of a dead issue here, has only suffered where it should suffer. By this I mean outside divisions and wild-cat propositions. Good inside property, while not moving very freely now, has not suffered in market value. There is no good property being given away or sold for taxes.

Probably the largest pair of shoes ever turned out by a factory in Canada was produced by Chas. A. Ahrens, Limited, Berlin. The size was 18, which is two inches longer than the largest size boot that the factory is equipped to make in the regular way. Heavy dongola was used for the uppers and heavyweight oak leather for the bottom. The shoes were balmoral in style, with full foxed vamp and McKay sewn. They were for C. G. Pritschan, who is employed by a real estate firm in Berlin. The shoes were turned out under the personal direction of H. C. Durgin, superintendent. Mr. Pritschan reports that the pair fit him perfectly, in fact, so well pleased is he with them, that he has given the firm a repeat order.

SLATER SHOE COMPANY RE-ORGANIZED

Fred. V. Boyden, formerly superintendent of the Ames-Holden-McCready, Limited, No. 3 factory at St. Hyacinthe, Que., who has been appointed general manager of the re-organized Slater Shoe Co., Montreal, took up his duties May 1st in his new capacity. Mr. Boyden was appointed after it had been definitely decided that the creditors of the old Slater Shoe Company would accept a settlement of eighty cents on the dollar for their accounts. On their doing so, full plans were concluded toward a re-organization. P. Degrosbois, formerly accountant with Dufresne & Locke, Maissonneuve, will in future act in a similar capacity with the new company. The office staff has been re-organized, but the factory staff will remain as it is, E. F. Leonard acting in conjunction with Mr. Boyden, and the different foremen continuing as at present. "It is the chief aim of



ENJOYING LIFE IN ATLANTIC CITY

Theodore King, son of Charles King and a member of the King Bros. Co., whose tannery is located at Whitby, was married recently in Toronto to Miss Adele Strauss. Mr. King and bride, who visited Atlantic City, Washington and New York on their wedding trip, have returned to Toronto to reside. Numerous friends will extend their congratulations and wish them much happiness and prosperity.

the new Slater Shoe Company," said one of the directors, "to improve the quality of our footwear and we will make every possible effort to do so from now on. New samples have been turned out, and our travelers are all on the road with them, feeling that they have a line of shoes that will justify their confidence in the quality contained in them."

The company is represented in the various territories by the following: W. C. Meyers, British Columbia; R. Smith, Alberta; Harry Adams, Saskatchewan and Manitoba; Jas. Grant and W. Grosskurth, Ontario; N. A. Piche and H. R. Smith, Quebec Province; Jos. Laurin, Montreal City, and E. G. McColough in the Maritime Provinces.

The directorate of the company is as follows L. E. Gauthier, president; Ralph Locke, vice-president; directors—C. H. Cahan, Oscar Dufresne, and L. P. DeLongchamps.

HIS STORE WIPED OUT BY FIRE



In the recent fire which visited Saskatoon, among those who suffered a severe loss was C. S. Pace, shoe retailer, whose store was completely gutted. His loss was over \$15,000, which included stock and fixtures, and to cover this there was only an insurance of about \$9,000. Just before the fire he received a large consignment of Spring goods which were also eaten up by the flames.

Mr. Pace had been in business in Saskatoon just a little over a year and things were going along well with him, considering the rather quiet condition of business in the West at the present time. He had one of the best laid out retail footwear establishments in Western Canada, but this is a thing of the past and Mr. Pace feels that he must start the game at the foot again so far as his own store is concerned. Previous to going to the West he was manager of the large retail store of L. Higgins & Co., of Moncton, N.B., starting to learn the trade in Halifax. He is a thoroughly experienced shoeman. He has had a wide experience in buying and selling and has many friends in the trade.

NEWSY HAPPENINGS FROM WINNIPEG

Geo. Ryan, of the Thos. Ryan & Co., Limited, Winnipeg, is now in charge of the Regina branch of the firm. Mr. Stevenson, who was manager of the Regina branch for three years, has gone into business for himself in Winnipeg, in company with Thomas Spence. They represent several lines, and many friends will wish them every success.

Hendren Bros. have made a complete change in the windows of the Diamond Shoe Store, at the corner of Portage avenue and Sherbrooke street, and report business as very good.

Bert Arbuckle has made alterations to the Royal Shoe Store and reports business as very fair. He was manager of the Moyer Shoe Co., Limited, for three years and in February bought out the Royal Shoe Store.

C. de Forest Smith, representing Hanan & Son, Brooklyn, N.Y., was in Winnipeg recently, the guest of John Affleck, of the Yale Shoe Store.

Chas. E. Slater, who is booming the sale of Tally-Ho shoes, was in Winnipeg during the past few days on business.

Rosecrans Murphy, representing Julian & Kokege Co., Cincinnati, was in Winnipeg recently and, in honor of his birthday, gave a dinner to the staff of the Yale Shoe Store, at the Fort Garry Hotel. The function was held in one of the private dining rooms and was a success in every way, many bright speeches being made. Mr. Murphy, who has

a fine tenor voice, is as much at home as a host as he is as a shoe salesman. He reports splendid business for the J. & K. line.

There is a great demand in Winnipeg for ladies' high cut shoes in dull leather, with short recede toe and moderately high heels, and combination tops of colors, gray and white, and also quarters to match the gown worn. There is a fair requisition for patent leather pumps. Men are calling for plain and patent leather shoes, mostly on straight lasts, with recede toes.

CANADIANS GOING TO BOSTON FAIR

"We are assured this year of the largest attendance from the shoe and leather trade of Canada that we ever had at any previous Fair and far more than ever visited Boston in the past," writes W. D. Bennett, New England manager of the Shoe and Leather Fair, which will be held in Boston from July 8th to 15th. Special Canadian Day will be on July 13th. The management of the Fair will distribute at least three thousand admission tickets to the Canadian trade among shoe retailers, shoe manufacturers, tanners and other branches of the industry. Mr. Bennett says they have had application for exhibition space from Canada and Great Britain and have a special section of nine spaces for this trade. There will be a reception room in the middle of this section where visitors from Canada and Great Britain can register, giving their names and hotel addresses. In the 1911 Fair they had a good attendance from Canada, and a still larger attendance in 1912, one exhibitor registering several hundred visitors from the Province of Quebec, Province of Ontario and as far west as Calgary, Alta.

NEW SHOE FACTORY STARTS IN THE WEST

The new factory of the Alberta Shoe Manufacturing Co. at Redcliff, which is seven miles west of Medicine Hat, is now in full operation and turning out about three hundred pairs of men's welts per day. F. C. Young is at the head of the firm and Roger Owen, late of Brantford, occu-



pies the position of foreman of the making room. The building, which is of solid brick, is 150 feet long by 40 wide and the accompanying cut gives a very fair idea of the appearance of the premises. The lean-to at the left is the power house, where a seventy-five horse power engine is installed. Natural gas is used both for heating and motive power. The first floor is given over entirely to the making department and on the second floor are the cutting, fitting and packing rooms and the offices of the company. The Alberta Shoe Manufacturing Co. has a complete system of Goodyear machines which were installed by P. J. Hogan, of the United Shoe Machinery Co., who has returned after spending several weeks in the West and is at present staying a few days in Toronto. Redcliff is one of the busiest manufacturing towns of the west and, in addition to the shoe factory, has three brick plants, two glass factories, rolling mills, bolt works, automobile industry, ornamental iron works and other plants.

RUBBER SHOES GO UP IN PRICE

The placing order season for rubber footwear has passed and a new price list goes into effect on Monday. During the past two months the Independent Companies have been allowing a discount of ten per cent. for placing business, while the Canadian Consolidated Rubber Co. has been selling at special net prices. It is understood that all the lists have been revised and that not only has the early placing discount been eliminated, but prices have advanced about 7 per cent. on the average. On the whole the rubber placing business has been very satisfactory during the past two months, although there has been some price slashing. The retailers who have not taken advantage of the special inducements will have to pay the new figure for this class of footwear after May 4th.

NEW OFFERINGS ARE MUCH ADMIRER

The Fall samples of the Murray Shoe Co., London, are right up to the minute in snap and style. One of the leading lasts is the Premier, which, with receding toe, low square heel, brook shank, and flat tread is popular. Several of the samples are made with double stitched tips, and come with both blind eyelets and hooks. The new London toe is also a feature, this being a little narrower than the regular, staple London toe. The shoe is made in bals in all leathers and is taking decidedly well. The Army last, which is suitable for patrol work, is an extra wide fitting shoe, which comes in box calf, with heavy viscolized soles. One of the most welcome and appreciated lasts is the Bond Street, with a medium recede toe, made up in all leathers. A plain drop toe button boot, patent, with cravenette top, is taking well with the trade. Other offerings are in dark brown winter calf, and black calf, with slip and double soles, suitable for Fall wear.

In the women's line the Cleo Shoe Co. are featuring buttons, with tops and whole quarters in cravenette, fancy brocades and striped lustre, carrying kidney and Cuban heels. Patents represent the largest proportion in leathers and the new Tuxedo and semi-recede plain toe are decidedly fetching. The company are making a line in gunmetal and patents on up-to-date lasts to profitably retail at a medium price. A heavy walking blucher, with viscolized sole, is a snappy offering for Fall use.

SHOEMEN TAKE ACTIVE PART IN WORK

The annual session of the Dominion Board of the Retail Merchants' Association was held on Toronto on April 28th and 29th. There was a representative attendance from the various parts of the Dominion. Since the last annual meeting three western provinces have come into the organization, which is making splendid progress. The Retail Grocers' Association of Ontario have decided to affiliate with the Retail Merchants' Association, while the hardware dealers are also thinking of casting in their lot with that body. Many shoemen are prominent members of the association. Geo. A. Maybec, of Moose Jaw, is the new president of the Saskatchewan Association, being elected only a few days progress. J. G. Watson, of Montreal, who was also in attendance, is both a past Dominion and also provincial president for Quebec. T. H. Bigwood, of Toronto, is president, not only of the Toronto Retail Merchants' Association, but also of the Ontario section. The visiting members were entertained to a banquet recently by the Toronto branch. J. C. VanCamp, president of the Toronto branch, presided and interesting and stirring addresses were delivered by Geo. A. Maybec, Moose Jaw, J. A. Bucknall, Calgary, secretary of the Alberta Retail Merchants' Association, where branches are now located in 102 towns; B. W. Ziemann, Preston, president of the Ontario and Dominion Boards;

J. G. Watson, past president, Montreal; J. A. Beaudry, provincial secretary, Montreal; John Caslor, treasurer of Retail Hardware Dealers' Association, Toronto; Eric C. Jamieson and Gordon McLaren, Hamilton; R. D. Cameron, Lucknow, Ont.; F. C. Higgins, Toronto; E. M. Trowern, secretary of the provincial board, Toronto, and others.

WANT RUBBER SHOE DATINGS CHANGED

During the past few days there has been circulated in Toronto a petition which has been widely signed, asking that action be taken to change the date for the payment of rubber footwear from November 10th to January 10th. A meeting of the Toronto boot and shoe section of the Retail Merchants' Association was held recently. Considerable discussion took place in regard to present datings for the payment of rubbers. It was considered that by having to meet rubber accounts on November 10th, it compelled a great many retailers to carry large quantities of goods on the shelves for a considerable time before they were sold. In order to secure a general expression of feeling from the trade on the subject, it was decided to circulate a petition among the shoemen and find out to what extent they were in favor of the proposed change. During the past few days the petition has been largely signed in Toronto and will now be sent out to all merchants in Ontario who are members of the Retail Merchants' Association.

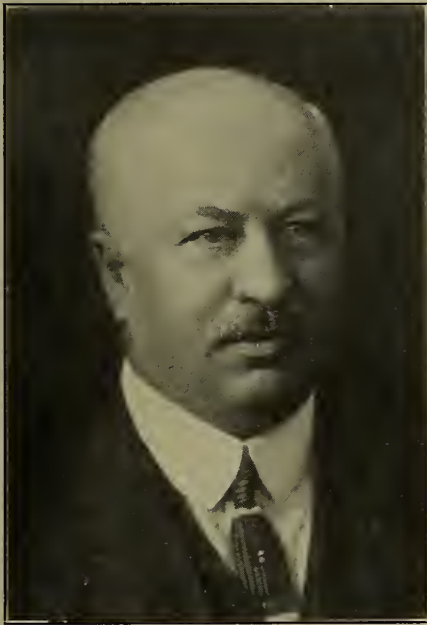
"The reason we are circulating this petition," said an officer of the association, "is that the Winter seasons each year appear to be growing later and in many cases, we do not sell any rubbers until after Xmas. I will guarantee that retailers this year, before December 25th, did not get rid of a dozen pairs and it was well on into January before a normal amount of trade had been done. We get these goods in during July, August and September from the factories. We have to store them, pay insurance, assume the fire risk and everything else and they are collecting dust and dirt. We are asked to pay for them early in November, that is if we wish to get a two per cent. discount for cash, before we have sold one tithe of our stock. We certainly think that we should not carry these goods so long and be asked to settle so soon. We have found this sentiment prevailing among the trade in Toronto and intend putting up a strong case to the manufacturers, as soon as we hear from dealers in various parts of Ontario."

The manufacturers, on the other hand, do not view the proposition in the same light as the retailers. They say that they have to contract for supplies months and months ahead and have to begin manufacturing the goods for next season early in the year. All payments for rubber, cottons, cement, fabrics, etc., as well as labor have to be made months in advance of delivery of the shoes and they consider that when payment is not asked until November they are extending to the trade the greatest measure of consideration.

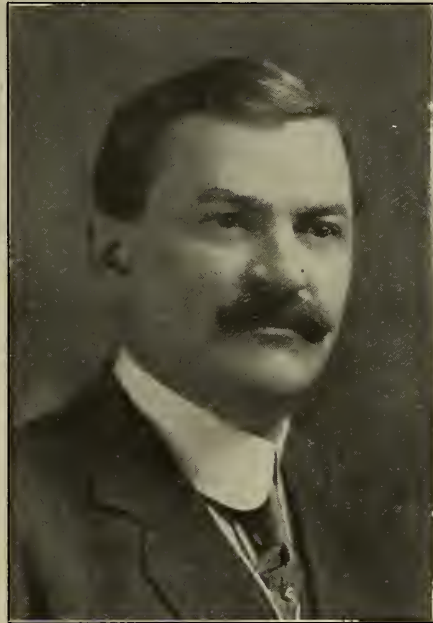
"In fact," said the president of one of the largest companies, "if this petition is granted, it means that we would have to charge higher prices for rubber footwear. The terms, as you know, are two per cent. ten days, one per cent. thirty and net sixty. Now would you be surprised to learn that there are not so many shoe dealers after all who take advantage of the cash discount, and this means they have at present until the 10th of January to pay for their rubbers. If the extension is granted and the datings made January 1st, it means January 10th. Now this is altogether too late in the year to get any money. In any trade, November and December business is generally good, and money circulates freely. But after the Christmas holidays, it is impossible to dig up the dollars. The result is that if the rubber footwear companies extended the dat-

ings until January, why everybody in every other line would be paid, except the rubber man. You know half of the rubber footwear is sold in general stores and provided Mr. Merchant could take until January 10th to get his two per cent. discount, it would mean that the wholesale grocer, the wholesale dry goods house, the wholesale hardware man, etc., would all be paid, and the rubber firms could sit down and wait. This is certainly not fair or just, and we think that the retail dealers throughout the city and country have nothing to complain of in the treatment they have been

fine footgear to meet the most exacting demands of the trade, and believe there is a splendid opportunity in Ontario for such a factory. Their Fall models, of which only a limited number have been made, owing to the lateness in the season, are certainly right up to the minute in snap, workmanship and fine appearance. The two leading Fall lasts are the Patrician, a modern semi-high toe with receding effect and the Grecian, which is a plain toe, very neat and dressy. The Blachford Shoe Mfg. Co., who will have a wide and representative range of Spring samples, report



GEO. A. SLATER, WHO WAS RECENTLY RE-ELECTED PRESIDENT OF THE MONTREAL BOOT & SHOE SECTION OF THE CANADIAN MANUFACTURERS' ASSOCIATION.



N. TETRAULT, VICE PRESIDENT OF THE MONTREAL BOOT & SHOE SECTION, WHO WAS RE-ELECTED AT THE ANNUAL MEETING.

granted and the datings they are given by the rubber houses."

The petition for the change in dating for cash from November 10th to January 10th will likely be presented to the rubber manufacturers some time during the present month.

NEW SHOE FACTORY SECURES LOCATION

The Fall samples of the Blachford Shoe Manufacturing Co., Toronto, are now completed and salesmen are on the road showing a fine line of flexible Goodyear welts for women. The new company have secured the upper portion of the large building at 92-94 Sherbourne street, Toronto, to which an extension is being erected and expect to begin the manufacture of shoes by the 1st of June. The location is in every way desirable. There is an abundance of light on all sides, the sanitary arrangements are first-class, and a passenger elevator service will be provided for the employees. Application has been made to Ottawa for certain trade-marked names by which the brands of the Blachford Shoe Manufacturing Co. will be known. A charter has been applied for and it is expected will be obtained shortly. George A. Blachford and Chas. A. Blachford, who are the leading members of the company, feel that too many American women's shoes have been imported into Canada of late years. They will concentrate on stylish, up-to-date

that orders are already to hand for Fall and that the outlook is most encouraging.

THE BOSS AND THE SHOE CLERK

Trying to run a modern shoe store without capable clerks is like trying to run an automobile without a motor. Radium is one of the few things rarer than good clerks. It is worth a little more, too. However, a good clerk—or salesman—commands high wages at all times and in all climes, says the J. & K. Shoe News.

The first thing a merchant must do when he starts in business is to engage a good clerk or two. One of the last things he must do is to hold on to them. But let him take especial care in selecting them. Remember this, Mr. Merchant, the fact that one man "runs" to red neckties and another to purple clothes doesn't have a great deal to do with the pay envelope, except that a neat, plain dresser is to be preferred to a gaudy one.

There is also a premium this season on salesmen who are upstanding and open-faced. But this item is of more interest to jewelers.

Get clerks that have had shoe experience, if possible, for they will be worth more to you than other salesmen who have had no experience selling shoes. If possible, get clerks with a wide acquaintance, for they can control their

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—Experienced bottom finishing and treeing room foreman. Alberta Shoe Manufacturing Co., Redcliff, Alta.

CANADIAN OPENING WANTED

by an
EXPERIENCED SALES EXECUTIVE

The advertiser is in touch with a sales executive of long and successful experience, who would entertain a Canadian proposition after July 1, 1914. Good habits and the best of recommendations. Address—

I. WENDELL GAMMONS, care of The Shoe Retailer,
166 ESSEX ST., BOSTON, MASS.

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.

personal following, which means business for you and this helps a great deal.

The clerk should learn the stock and learn it well. He should be polite, painstaking, courteous. He should always be willing to go out of his way to favor a customer, particularly when by so doing he paves the way for selling an extra pair of shoes or two. He should work hard and earn his wages. He should respect his boss, but not quail before him. He should display as much interest and enthusiasm as if the store belonged to him.

And if he follows this advice, it may—or at least he may be invited to become a partner.

HAVE A LOOK AT YOUR FINDINGS

Have you a nice assortment of dressings? Gunmetal, suede, white cleaner, black and tan polishes. Can you supply your customer with arch supports, heel treads, bunion protectors? You should also carry a nice assortment of in-soles. There is no necessity to carry a large stock, but have the assortment. Herein lies the secret of success and good service. Meet the demands of your patrons as nearly as possible, and don't forget the sunshine should be a constant reminder to keep up your stock of findings, for as the sun shows up the dust on your shoe boxes and shelves so does it reveal the dirt and untidiness of your customers' footwear.

On the Strength of its Saleability The "Everyday" Shoe should be Included in Your Stock

Every day in the year, year in and year out, there's a steady demand for the "Everyday" Shoe.

It has become so deservedly popular among men, boys and youths, that selling it is simply meeting a demand.

The T. SISMAN SHOE CO., Limited

Mfrs. of Staple Goods in Standard Screw, Peg and McKay

AURORA, ONTARIO

KANGAROO

We are Headquarters for all Finisher,
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.

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
MONTREAL, Que.

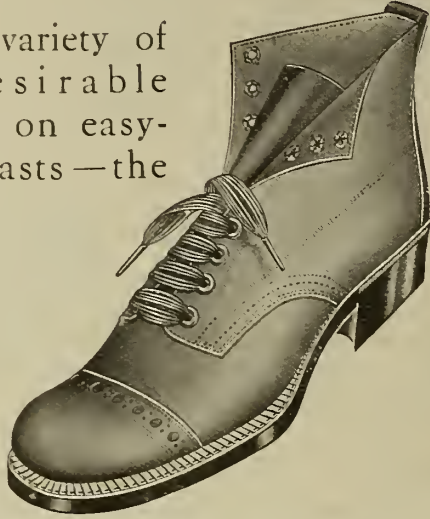
122 Adelaide St. West, Toronto

492 St. Valier St., Quebec

The Dayfoot Shoe

Our line for Fall 1914, includes

A wide variety of new desirable patterns on easy-fitting lasts—the best we've ever produced.



Our \$3.00 and \$3.25 Welts acknowledge no superiors anywhere

Be sure and see our samples before buying.

C. B. Dayfoot & Co. GEORGETOWN
ONTARIO

The R. M. Beal Leather Co. Limited

Lindsay, Ont.

MAKERS OF THE CELEBRATED

**John Bull
Larrigans
and
Leggings**

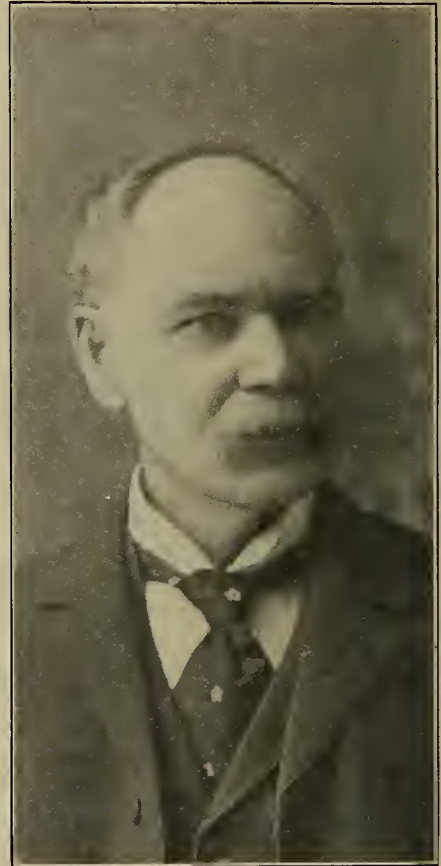
Give us a trial order and be convinced.



No. 13
14 in. leg.

VETERAN SHOEMAN CALLED BY DEATH

The death occurred recently in Antigonish, N.S., of H. J. McDougall, who had been actively identified with the shoe trade for over 50 years. He had been in poor health for some time past and on April 3rd contracted the grippe. Apparently he was recovering, when heart failure set in, and the end came rather suddenly. In him the town of Antigonish has lost a link in its line of citizenship that will be hard to fill. He was a man of sterling character, who always had a sympathetic word and a helping hand for his neighbor. In the shoe business he was successful and was held in the highest esteem by a wide clientele. Mr. Mc-



Dougall was born in Georgeville, Antigonish county, and at the age of 18 came to Antigonish, where he learned the art of St. Crispin. He then went to Boston, where he worked at the bench for five years. This was during the period of the Civil War. While there he married a lady from his native county, and both having a desire to return to Nova Scotia, they moved back to Antigonish, where Mr. McDougall continued in the custom trade on his own account for 26 years. Some 21 years ago he went into the retail line and built up a nice business. He was an old friend of the SHOE AND LEATHER JOURNAL and could recall many interesting reminiscences of the early days of the trade.

PLEASURE TO READ IT

Enclosed please find one dollar postal note (\$1.00) for the Shoe & Leather Journal for another year. I take pleasure in reading it.

Yours truly,

J. H. Schnurr.

Mildmay, Ont.

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

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



are of superior quality—both as to fit and style. If YOUR JOBBER is a "quality" man he has them in stock

THE HURLBUT CO. LIMITED
PRESTON, CANADA

LOGAN'S UNION SLAUGHTER and SWEAT SOLE LEATHERS

*The very finest that money can buy
Let us quote you prices*

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.

"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





FASHION'S FALL TENDENCIES

are exemplified in

THE "CLASSIC" SHOE

For Women of Taste and Refinement

VALUE after value, style after style. A splendid combination of expert workmanship and high-grade materials, all do their proportionate share to make the "CLASSIC" line particularly attractive to the shoe retailer.

Our New Fall Models, comprising new patterns and lasts, will be instantly appreciated and quickly purchased by women who want distinctive footwear of superlative quality.

If you haven't seen a "CLASSIC" salesman yet drop us a card and we will have one call with a complete range of samples.

GETTY & SCOTT, Limited

Makers of the "Classic" Shoe for Women, Misses and Children

GALT - - - ONTARIO

A Complete Stock of Fall Favorites Ready for Shipment

THE "IMPERIAL" SHOE— for men and women, made in all fine leathers— Goodyear Welts and McKay Sewn.

"BEAU BRUMMEL"
Superior Quality Men's Goodyear Welts. A young man's shoe with last minute touches.

"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 shoe.

"VARSITY" BRAND
Medium grade light shoe— McKay sewn and standard screw— Men's, Boys' and Youth's.

We have a specially attractive line of
HOCKEY BOOTS
which are worthy of your serious attention.

OUR aim is to give you the latest styles, the best values and the most satisfactory service. With this object in view, we have chosen our Fall lines from the offerings of manufacturers whose goods are most in demand, and whose reputation for making "goods of quality" is a sufficient guarantee that there will be satisfaction all around both to dealer and wearer.

Our stock at the present time is particularly replete with the most desirable lines.

Our facilities for prompt shipment are excellent. You can place your orders with us, with the absolute assurance of being most satisfactorily served.

Agents for Ontario for the famous

"WITCH ELK" HUNTING AND SPORTING BOOTS

We have recently added to our line

The "SPORTSMAN" BOOT

Made in :
CHOCOLATE CALF
PEARL ELK
SMOKED ELK
BLACK ELK

In 10, 12 and 15 inch leg.
Double Sole to Heel—
Goodyear Welt—

Full Bellows Tongue,
Soles Double Stitched Aloft.
This is a boot that will speedily become popular not only with the sportsman but also with the farmer, lumberman and any others whose duties lie mostly out-of-doors.

THE "BIG FOUR" BRANDS OF RUBBER FOOTWEAR

KANT KRACK,
DAINTY MODE,
ROYAL and
BULL DOG Brands

ELMIRA FELTS
English and German
Felt Slippers

Salesmen are in their respective territories with a complete range of Fall samples

McLAREN & DALLAS

Wholesale Distributors of BOOTS, SHOES and RUBBERS

30 FRONT STREET WEST

TORONTO

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

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 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.

F. G. CLARKE, President
C. E. CLARKE, Vice-President and Treasurer
Established 1852

Manufacturers of SHEEPSKINS Of all kinds

Our sheepskins have been the standard for quality and colors in Canada for over thirty years

Clarke & Clarke, Limited

General Offices & Works
Christie Street, Toronto

City Office & Warehouse
52 Bay Street, Toronto

BRANCHES

137 McGill Street, Montreal
G. S. HUBBELL, Agent

553 St. Valier Street, Quebec
RICHARD FRERES, Agent

THE BARRIE TANNING CO., Limited
 Tanners and Hide Dealers
 FACTORY AND HEAD OFFICE: BARRIE, ONT.
 Makers of—

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| 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

"Trade Mark" Your Guarantee of Quality



Buy your SANDALS in Canada and Save duty—Made to Wear—Goodyear Stitched.

Mayer
 Stitchdown Sandals
 Exclusive Specialty

Th. Mayer, 624-626 St. Paul St., 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



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
 Ontario Sales Agent: W. J. BAGGS, 638 Shaw St., Toronto
 Phone College 8241




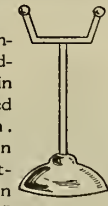
SPHINX Shoe Cement Paste
 "SPHINX" stands unique and without a rival in excellent qualities wanted by the shoe manufacturer.
 It is a quick, strong and clean adhesive, ready for use.
 It absolutely takes the place of high-priced cements—on all kinds of linings, cloth or leather, such as vamps, side linings, 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
 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

No. 201
 Made in nickel plated brass. Telescope to open up from 15 to 27 inches high. Price \$24.00 a dozen. Same stand 12 x 15 inches high, stationary, \$18.00.
 P.S.—These stands are the same or even better than you have been in the habit of paying more for—our being the actual manufacturers, selling direct to the public, accounts for the low price.

No. 101
 Correct angle for holding shoe in any desired position. Made in nickel plated brass in 3, 5 and 7 inch heights. Price \$3.00 a dozen. Any size.

See large advertisement—pages 20 and 21—February 2nd edition Shoe and Leather Journal.
The Showall Window Fitting Co'y
 67 William Street, Brantford

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CUTTING DIES
of every Description for
Leather, Rubber, Paper, Cloth,
ETC.

Honest Values at Honest Prices.
All Work Warranted.

Dominion Die Co.
 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

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
 Ontario Sales Agent: W. J. BAGGS, 638 Shaw St., Toronto

J. E. DUPRE A. BAILLARGEON

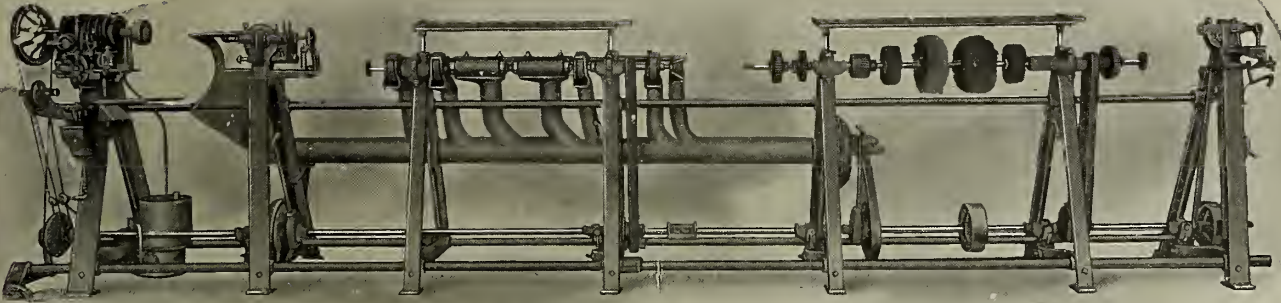
THE MONTREAL BOX TOE CO.
 ESTABLISHED 1904

MANUFACTURERS OF HIGH GRADE

Box Toes and Heels
 OF ALL KINDS

321 AIRD AVE.
 MAISONNEUVE - - - MONTREAL

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY

OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

When Times Are Quiet and Money is Tight BOOST Business

By Featuring

“LEADER” Brand McKays for
Men, Boys, Youths and
Little Gents



To arouse the interest of the average buyer at a time when money is tight and the business outlook dreary, shoes that will command immediate interest have to be shown the prospective purchaser.

He demands not only good quality but good quality at a reasonable price, that fits in with the state of his pocket book.

Such a line is “LEADER” Brand McKays for Men, Boys, Youths and Little Gents. While up-to-date in style and excellent in workmanship they are within the price of all and they leave a good profit to the retailer.

Do not overlook this line when ordering

CORBEIL LIMITED

Manufacturers of Welt and McKay Shoes to Retail at \$3.00, \$3.50, \$4.00 and \$5.00

Specialists in Men's, Boys', Youths' and Little Gents'

Offices:
71 St. Paul Street

MONTREAL

Warehouses and Factory:
63-71½ St. Paul Street

THE SHOE & LEATHER JOURNAL

PUBLISHED · TWICE · A · MONTH

Features in This Issue

- How It Pays the Retailer to Handle Sporting Goods in His Town
- Should Payment for Rubber Shoes be Made Before Any Are Sold
- The Way to Install an Attractive Window for Victoria or Dominion Day
- The Proper Method to Display and Dispose of Traveling Goods
- Imposing Store Fronts and How They Bring More Business to the Dealer

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



Survival Value

What is it? Survival Value is the lasting prestige added to all footwear by the affixing of the **Union Stamp**—it is the surviving standard because:—

- 1st It is a guarantee of honest footwear, made under the best conditions.
- 2nd It is a pledge of expert workmanship.
- 3rd It is the pass-word which opens the sales doors to Union Men everywhere.
- 4th After the other inducements have all been recited, the conclusive and finishing argument is the **UNION STAMP**.

Every shoe bearing the **Union Stamp** retains a sales value of long duration, for no shoe bears the stamp unless it has been produced under the proper conditions and represents honest value.

For mutual profits, better and bigger business, insist upon the official stamp of the **Boot and Shoe Workers' Union**—the only guarantee of Union Footwear.

Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street

BOSTON - - MASSACHUSETTS

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General President

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Gen. Sec. Treasurer



Our IN-STOCK DEPARTMENT

is At Your Service



Send us your sorting orders.

Do not let your stock run too low. It is bad business for you, because an unsatisfied customer is very frequently a *lost* customer.

You can avoid this difficulty by ordering frequently from our IN-STOCK Department. It saves you from buying too much at once, and it eliminates shopworn goods. In this department, we have a very complete range of styles and sizes, and we pride ourselves on the promptness with which we can handle all orders.

A trial will convince you. Send us a list of your wants today.

Ames-Holden-McCready LIMITED

Montreal

St. John

Toronto

Winnipeg

Calgary

Edmonton

Vancouver



It is My Business
to Know where the
“Good Buys” are

And because I *do* know where to locate the best values in Boots, Shoes and Rubbers, I have “made good” with a host of Canadian shoe retailers.

My list for Fall 1914 is a remarkably attractive one from the dealers' viewpoint. It includes all the best known Canadian brands in all the respective lines, and offers you a wide assortment from which to make your Fall selections.

I strongly recommend you to see my salesmen's samples. If he hasn't called upon you yet, wait for him. The various lines he has to show you are well worth waiting for.

James Robinson

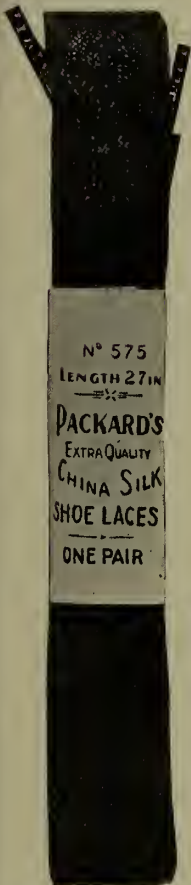
182-186 McGill Street

MONTREAL

Do you keep a Findings Department?

If not, try it out for a month, appoint a clerk as manager. Watch the Results—if properly run this department often Pays the Rent and Lighting Bills of the Entire Store.

We are headquarters for FINDINGS. All the latest Novelties in TANGO BUCKLES, Colored Bows, Shoe Polishes, Shoe Laces, etc., can be purchased from us.



LACES IN SILK, COTTON, LEATHER, MOHAIR, ETC.



COMFORT UNION PROTECTORS

RIDING LEGGINGS CHAUFFEUR LEGGINGS

In Genuine Pig,
Black and Tan

also in

Smooth Cow, Black and Tan.

Try our New Shoe Polish
"IT"

Retails for 10c.

Send for a sample dozen of "I."



Canadian Agents for
**O'SULLIVAN'S
RUBBER HEELS**

SEND FOR
OUR BIG CATALOGUE



POLISHES OF ALL KINDS.

L. H. PACKARD & CO., LIMITED
Shoe Store Supplies - - MONTREAL

The gathering of the clans



“On to Toronto!”

YOU have doubtless noted with gratification the great movement for honesty and square dealing which is revolutionizing American and Canadian business methods. Our goods, our salesmanship and our advertising are being cleansed and vitalized by the spirit of truth and sincerity.

As a result we see a growing public confidence in manufactured products and their advertising—a confidence which, if preserved and fostered, will decrease our costs, increase our profits, and become a business asset of incalculable value.

Foremost in the fight which has brought about this revolution stand the Associated Advertising Clubs of America, whose emblem is shown above. If you are a business man, interested in the manufacture, distribution, or selling of commodities of any nature, you should attend the Tenth Annual Convention of the A. A. C. of A. at

TORONTO

June 21-25, 1914

At this convention you will hear the inspiring story of the manner in which these tremendous reforms are being effected. More than this, you will hear the problems of distribution, merchandising, salesmanship and advertising discussed by able and successful business men, in a series of open meetings.

These meetings will cover the questions of chief interest to the 10,000 business men comprising the 140 clubs of the A. A. C. of A.—*your own* problems included.

EDWARD MOTT WOOLLEY the famous writer on business topics, has written a booklet entitled “*The Story of Toronto.*” This booklet describes in a forceful, intensely interesting manner, the wonderful work the A. A. C. of A. are doing for clean advertising and square business methods, and the significance and importance of the Toronto Convention. This booklet will be sent free to all business men asking for it on their business stationery—together with detailed facts as to the convention programme and rates for accommodation.

Address Convention Bureau

Associated Advertising Clubs of America

TORONTO

CANADA



This Oxford on our Imperial Last will appeal to those Discerning Gentlemen who demand Character in their footwear as well as Quality and Workmanship.

IT IS A BELL SHOE.

J. & T. BELL Limited

MONTREAL, CANADA

*MAKERS OF HIGH-GRADE FOOTWEAR
and Sole Makers of the Dr. A. Reed Cushion Shoe.*



MINER TENNIS

ARE you looking for a line of Canvas Shoes that will give all round



satisfaction both to yourself and to your trade?

If you are, give your orders to any one of the Miner Men and be assured of satisfactory wear and prompt service.

MINER
MEANS
MERIT

The Miner Rubber Company, Limited

GRANBY MONTREAL TORONTO QUEBEC OTTAWA

LIST OF SELLING AGENTS

Blachford, Davies & Co., Limited, 60-62 Front Street West, Toronto, Ont.
 Coates, Burns & Wanless - - - - - London, Ont.
 Dowling & Creelman - - - - - Brandon, Man.
 R. B. Griffith & Co. - - - - - Hamilton, Ont.
 J. M. Humphrey & Co. - - - - - St. John, N.B.
 J. M. Humphrey & Co. - - - - - Sydney, C.B.
 Jackson and Savage, Limited - - 78 St. Peter St., Montreal, Que.
 The Wm. A. Marsh Co., Western, Limited, 72 Princess St., Winnipeg, Man.
 The Miner Rubber Co., Limited - - 225 Queen St., Ottawa, Ont.
 The Miner Rubber Co., Limited - 21 Notre Dame St., Quebec, Que.
 The Miner Rubber Co., Limited, 146 Wellington St. West, Toronto, Ont.
 The Miner Rubber Co., Limited - - 72 St. Peter St., Montreal, Que.



THE "Classic" Shoe

In some of the New
Desirable Fall Styles



THESE are brand new models, distinctively original and pleasing; shoes with an individuality and intrinsic worth that compel sales.

We are not seeking to make a demand for these new styles—the demand is already there. WE HAVE SIMPLY ANTICIPATED THE NEEDS OF YOUR CUSTOMERS.

With these new models at our command, the "Classic" reputation as leaders in style, fit and wearability, will be even more forcibly demonstrated than heretofore.

Would you like a "Classic" salesman to call? A postal will bring one with a complete range of samples.



Getty & Scott Limited

Manufacturers of "Classic" Shoes

Galt - Ontario



YOUR



USMC



**GUARANTEE
FOR QUALITY**

**UNITED SHOE MACHINERY COMPANY
OF CANADA**

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

IN STOCK—READY TO SHIP

A few of the many new, attractive Fall Styles
included in Our List



STYLE No. 952
Black Cloth Whole Quarter, Mat Vici
Vamp, Turn Sole, Spanish Heel, Iris
Last.

Price, \$2.85



STYLE No. 709
Patent Colonial Pump, Light Weight
Welt Sole, Spanish Heel, Eden Last

Price, \$2.50



STYLE No. 951

Gun Metal, with Calf Top, Medium
Welt Sole, Kidney Heel, Plaza Last.

Price, \$2.75



STYLE No. 950
Black Satin De Lane Top, Patent
Vamp, Light Welt Sole, Button Boot
with Leather Kidney Heel, Plaza Last.
No. 951 same as 950, but with Gun
Metal Vamp, Mat Cal' Top. Price on
either boot, \$2.75.



STYLE No. 707
Mat Vici Colonial Pump, Light Weight
Welt Sole, Spool Heel, Eden Last.

Price, \$2.50



STYLE No. 939

Black Cravanette Top, Patent Vamp,
Button, Light Welt, Cuban Heel, Plaza
Last.

Price, \$2.60

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 Best Men's Shoe Line on the Road



"TANGO"

TO those merchants who want shoes that will give their trade 100% satisfaction—shoes that will virtually sell themselves and net a generous profit we recommend



"STAG"

Monarch,

Brandon and Dr. Brandon Shoes

It is not alone the style, fit or the wearing quality that has made these branded trade-winners so nationally popular. It is the remarkable combination of all these features.

Try us out on our 21 Day Service

On all sorting and mail orders our 21 day service is working out for the benefit of the live merchant, which enables him to keep his lines and stock up to 100%.

See our Fall samples. A postal will bring a Brandon Salesman or we will ship samples by express.

The Brandon Shoe Co.
Limited

Brantford : : Canada

IT WILL PAY YOU
TO SELL
AND RECOMMEND

FLEET FOOT

SHOES
FOR
EVERY SPORT
AND RECREATION

Canadian Consolidated Rubber Co.
LIMITED

MONTREAL, P.Q.

28 Branches Throughout Canada

Canadians in Boston

During the week of July 8-15, 1914, are sure to meet a great many of their English trade connections besides a great many of their Canadian and American friends in the trade.

SEVENTH NATIONAL Shoe and Leather Market-Fair

*FOR
ONE
WEEK*



*JULY
8-15
1914*

Mechanics Building, Boston, Mass.

Will be the headquarters for the Shoe and Leather Trade of the world. The Fair is to be larger and better than ever before and you certainly should be there.

AS AN EXHIBITOR

You can obtain good spaces at \$125 to \$288, all equipped. You will meet hundreds of interested buyers and sellers of shoes, leather, machinery and supplies.

AS A VISITOR

You can meet more trade friends, see more new ideas for making progress along shoe and leather lines, than would be possible in any other way and at a great saving of time and money.

PLAN TO VISIT BOSTON

Arrange your affairs so that your trip to Boston during this one week in July will be an assured fact. If you will consider making an exhibit there write us for latest diagrams of spaces, rates and details about the CANADIAN SECTION and CANADIAN DAY.

Jacobsen Publishing Co. - Managers

No. 183 ESSEX STREET, BOSTON, MASS., U.S.A.

Publishers of "Hide and Leather"

Chicago—136 W. Lake Street

New York—No. 2 Stone Street

Philadelphia—415 Arch Street

THE VIRGINIA SHOE

FOR WOMEN

\$2.75

Goodyear Welt

is

unquestionably the

BEST

Woman's Welt Proposition

on the Market to-day

and the most profitable to the dealer.

Best sellers carried in stock at factory.

**If you have not seen this line
yet make a point to see it**

PERTH SHOE COMPANY Limited

Manufacturers of Women's Welts Exclusively

PERTH, ONTARIO

REPEAT ORDERS TELL THE TALE



It does not always take a brilliant salesman to sell a mediocre shoe to the dealer the first time—but such a sale only causes future trouble and loss of business.

When one sale is the basis of many more, it is a sure sign that the goods are right—and this is at the bottom of McDermott success. Women's shoes are our specialty, and we are receiving many repeat orders from satisfied customers every day. This speaks for itself. Have you seen our traveler yet?

See our samples before you order.

The McDermott Shoe Co.

WOMEN'S SHOE SPECIALISTS
MONTREAL

REMOVAL NOTICE

This is to notify the trade that owing to the increased demand for our leathers, we have been compelled to remove our Toronto City Warehouse to 63 Bay Street.

These premises are more commodious and convenient than the old ones. We are thus in a position to give you even better service than before. It is our intention to carry in our new warehouse

A FULL RANGE OF COLORED AND BLACK SHEEPSKINS

So that all orders can be filled with the quickest possible dispatch.

We have also recently installed a large amount of new equipment in our plant, with a view to producing the highest possible class of goods.

We'd gladly quote you prices.

CLARKE & CLARKE, LIMITED

F. G. CLARKE, President - - ESTABLISHED 1852 - - C. E. CLARKE, Vice-Pres. and Treas.
General Offices and Works, CHRISTIE ST., TORONTO City Office and Warehouse 63 Bay St., TORONTO

BRANCHES:

137 McGill St., Montreal, G. S. HUBBELL, Agent
533 St. Valier St., Quebec, RICHARD FRERES, Agent

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

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.

Billy Haynes Prop. **James G. Hickey** Manager.

**When Shoe Sales are Light, Repair Work May be Heavy**

Keep Business Humming
with a

**GRITZNER HAND SOLING
SEWING MACHINE**

Go after repair work with the same vim and vigor you put into selling shoes and help yourself to bigger profits.

The Gritzner Hand Soling Sewing Machine is the quickest and most efficient machine for its purpose on the market.

\$85.00 net spot cash or

\$25.00 cash and \$10.00

Monthly instalments totalling - \$95.00

Write for booklet giving full description.

AGENTS FOR CANADA

C. PARSONS & SONS, LIMITED

LEATHER FINDINGS

79 Front St. E., TORONTO



NO DIAMOND  TRADE MARK
No Fast Color

Get this fact firmly fixed in your mind. It may be the means of saving you considerable annoyance and inconvenience; for, if you will insist that the diamond trade mark shall appear on the surface of the eyelets in the shoes you order, you will be entirely free from any complaints regarding "Brassy" eyelets. Fast Color Eyelets are the only kind that cannot wear "Brassy." They enhance the good appearance of shoes more than any other accessory used in their manufacture; and, made as they are, with celluloid tops of solid color, they do not grow old but retain their bright, new appearance long after the shoes are worn out.

The diamond trademark is a sure cure for all eyelet troubles. Only the genuine Fast Color Eyelets have it.

United Shoe Machinery Company
of Canada
MONTREAL, QUE.

122 Adelaide St. W., Toronto 492 St. Valier St., Quebec

The R. M. Beal Leather Co.
 Limited
 Lindsay, Ont.

MAKERS OF THE CELEBRATED

**John Bull
 Larrigans
 and
 Leggings**

Give us a trial
 order and be
 convinced.



No. 13
 14 in. leg.

**Why You Should
 Do Business With
 Frank W. McKeen**

Because of the **Larger Margin of Profit** you can make on our lines of
Men's and Boys' Welts

Retailing at
 \$3.50, \$4.00, \$4.50 and \$5.00.

Our equipment enables us to make all medium and high grades at prices that cannot help but interest you.

Our Traveler Will Be
 Pleased To Show Our Line

Frank W. McKeen
 Formerly
 The C. E. McKeen Co., Reg'd, Quebec

THE **M** SHOE
Sensible Styles

are what the men, boys and youths of your locality want. The kind that look well on a city street; the kind that wear well on a country road.

VALENTINE & MARTIN Shoes enable you to successfully meet this demand.

OUR NEW LINE OF
 URUS CALF SHOES



is worthy of your immediate investigation. A really profitable trade-winning line.

Valentine & Martin
 WATERLOO, ONT.



**Deutsche Schuh u.
 Ledermesse Leipzig
 1914 30. Aug. - 2. Sept. 1914**

Organised by the Counsellors of the City of Leipzig, in conjunction with the Leipziger Engros-Muster-Messe (Wholesale Sample-Fair) and the Herbst-Ledermesse (the Autumn Leather Fair). The Centre for buying and selling and for starting export connections. The opportunity to become acquainted with the novelties in the branch and for the branch. Equally profitable for exhibitors and visitors. (Number of visitors 1913: 31 139.) Information and Prospectus obtainable from the:

Verein Deutsche Schuh- und Leder-Messe j. P., Leipzig, Senefelderstr. 13-17



Bid For Business with the Shoes That Will Land It

Always have on hand a good assortment of the

Derby Shoe, the Murray-Made Shoe and the Cleo Shoe

The shoe retailer will find it very profitable to always have a choice stock of these well-known shoes at hand, ready to meet the immediate requirements of his customers.

The Derby and the Murray-Made Shoes are made on up-to-date lasts and have a well-established reputation among men who demand style, fit and service from their shoes.

The Cleo shoe readily appeals to the dressy woman, and on account of its remarkably low price, comes within the reach of women with whom price is a big consideration.

There's a wide variety of new catchy styles ready to meet your present and future requirements.

Have you seen our salesman's samples yet?

The Murray Shoe Co., Limited
LONDON, ONTARIO

Montreal Branch: FRANK J. McKENNA, Sole Agent
Read Building, St. Alexander and Jarvis Streets

SHOE & LEATHER JOURNAL

Published Twice a Month

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Vol. XXVII. No. 7

TORONTO, MAY 15, 1914

\$1.00 per Year ^{-In-}Advance
Foreign Subscription, \$2.00

How It Pays the Retailer to Handle Sporting Shoes

Now Is the Best Season to Open a Department of This Kind—More Dealers Every Year Realize Possibilities—Cost Is Very Little and Not Much Space Is Required—An Initial Order and the Lines Embraced

"Sporting shoes are one of our best paying lines, both in Winter as well as in the warmer months of the year."

This statement was made by an Eastern Canada retailer who conducts a sporting and athletic goods store, in reply to a query by the writer as to whether or not it paid him to handle footwear in his establishment.

Now, Mr. Shoeman, pause and consider for a moment the reason why sporting footwear results in large profits to the athletic goods man. Here is the real reason. Everyone spends a certain period each year in the rural districts and summer resorts. Whether this period happens to be only a few days or three or four months, depends entirely on circumstances, but nevertheless, we all make it our business to see that we get a few days of enjoyment annually, generally during the hot season. Now at the very first stage, before going on a holiday, one decides on a certain outfit which is considered necessary to comfortable enjoyment, such as appropriate headgear, summer clothing, and lastly, perhaps the most important item for an outing, a pair of comfortable lacrosse, tennis, or running shoes. The heavier shoes worn in the city are about as pleasant to wear in the country as a stiff collar, and also give about the same degree of comfort. These two last named articles are looked upon as only necessary at home, are left there, and during the interval soft collars and rubber footwear hold sway.

Where Shoemen Should Come In

Here is where the shoeman should come in for the profits, instead of the sporting goods dealer, as is so often the case. These men, as explained early in this article, enjoy a large call for the different types of sporting footwear, not alone during the summer months, but also in that period between October and May. Every day during the next few months, hundreds of dollars will be taken in through such sales, by tradesmen to whom this patronage does not legitimately belong, from a business standpoint.

However, these dealers have not been having entirely their own way during the past few years. Many Canadian shoemen have awakened to the possibilities of the sporting department. These shoemen have stocked complete departments of this kind and are now reaping the harvest which a wise investment is always sure to bring. Shoemen have come to realize more and more in recent years the necessity of profitable sidelines, and have been installing them gradually until at the present time the side issues in

many stores have proven almost as profitable as the more standard lines. Rental, wages, store lighting and other like items of expense all go towards reducing yearly or monthly profits. It is such sidelines as sporting shoes and trunks and bags that more than provide for the large expense drains, and leave clear profits in their trail.

Some Profit Returning Lines

There are many different lines of sporting shoes which it will pay you to stock. Among the foremost of these, come lacrosse, baseball, tennis and running shoes, hockey and heavy hunting boots. These few lines alone offer almost unlimited opportunities for the wide-awake retailer who decides to incorporate them in his sporting goods department, and if this branch is properly conducted, given a fair amount of attention, and advertised, it simply has to turn out a success. This has been ascertained by the writer who has canvassed different shoe retailers on the subject, and they all take the same view, most of them speaking from experience.

You will, however, encounter the chronic "knocker" who talks in a pessimistic strain simply as a matter of principle. This, you generally find is the man who opens a shoe store on a small scale and continues all his life to conduct his business on the same small scale. Why? Because he has not enough initiative to branch out and spend a few extra dollars. He prefers to remain "penny wise and pound foolish" as the old proverb says. It is his live competitor on the next corner block, always on the lookout for some method that will permit him to expand, who introduces new profit sources into the shoe store, and this is the type of dealer who is causing people to turn to the shoe store when they want to purchase a trunk or bag, and to also patronize the same source when sporting footwear and outing shoes are required rather than turn towards the athletic outfitting man.

Opening Sporting Shoe Department

Needless to say, we do not, nor do you yourself consider that you are of this type. If you were, you wouldn't be reading this article, as the chronic knocker never has any use for a trade paper, thinking he knows the shoe game himself from A to Z, and therefore never need read the organ of his trade. But let us get back to the practical end of the question. A great many shoemen hesitate, merely because they are a little nervous about investing

what is to them a large quantity of money in installing a sporting goods department. They are nervous about it and advance various reasons why they should not install a sporting goods branch in their store.

Many will argue that too much capital is required to purchase a stock with which to make a first-class showing,

HOW AVERAGE PRICES RANGE

Here are the principal lines of sporting shoes and their approximate net prices:

| | Men | Boys | Yths. | Wos. | Mis. | Child | Infts. |
|---------------------|------|------|-------|------|------|-------|--------|
| Speeder Bal..... | 1.20 | 1.10 | | | | | |
| Marathon Bal..... | 1.20 | | | | | | |
| Surefoot Bal..... | 1.25 | | | | | | |
| Basket Ball Bal.... | 2.00 | | | | | | |
| Recreation Oxford.. | 1.75 | | | | | | |
| Rambler Bal..... | 1.00 | | | .80 | | | |
| Rambler Oxford.... | 1.00 | | | .85 | | | |
| Redfern Bal..... | 1.25 | | | | | | |
| Redfern Oxford.... | 1.00 | | | | | | |
| Bowler Bal..... | 1.20 | | | 1.00 | | | |
| Bowler Oxford.... | 1.15 | | | 1.00 | | | |
| Yachting Bal..... | 1.00 | .85 | .75 | .85 | .75 | .65 | |
| Yachting Oxford.... | .90 | .80 | .70 | .80 | .70 | .60 | |
| Idler Bal..... | 1.00 | .85 | .75 | .85 | .75 | .65 | |
| Idler Oxford..... | .90 | .80 | .70 | .80 | .70 | .60 | |
| Athlete Bal. | | | | | | | |
| Lea Insole..... | .75 | .70 | .60 | .70 | .60 | .55 | |
| Cotton Insole.... | .75 | .65 | .55 | .65 | .55 | .50 | .45 |
| Athlete Oxford | | | | | | | |
| Lea Insole..... | .70 | .60 | .50 | .60 | .50 | .45 | |
| Cotton Insole.... | .65 | .55 | .45 | .55 | .45 | .40 | .38 |
| Holiday Oxford.... | .60 | .50 | .40 | .50 | .40 | .36 | .34 |
| Wader Oxford..... | .25 | .22 | .20 | .22 | .20 | .17 | .15 |
| Skipper Bal..... | | | | | | .45 | .40 |
| Skipper Oxford.... | | | | | | .38 | .36 |

which they are anxious to do. Others say that they can make better uses of their room and have no intention of devoting any of their valuable space to an experiment. Still other shoemen are playing a game of watch and wait. They prefer to let their fellow shoemen do the missionary work on these new departments about which they hear so much, rather than take a chance themselves. They would rather wait until the sporting goods department becomes a regular institution in the Canadian shoe store. These and many other arguments are put up. This is only natural. Did you every start anything, that you weren't taking some chance? Why, when you first enter the shoe business, you are running the risk of failure through inexperience, lack of capital, hard times to come and so on. As regards capital, it is a reasonable outlay. A little study of the tables provided here will convince you of this fact, as athletic and summer outing shoes cost you only about one-fifth the price or less, of the standard lines of heavier shoes, and people can be persuaded to purchase several pairs of the lighter goods very often, when they are in the store buying a pair of \$5.00 shoes, especially in the summer time. Now, as to the space taken up by the sporting goods department, this cannot be called a real excuse, as a man who puts up an argument of this kind to you, is away behind the times. You are in business to make money, and if you are unable to give yourself proper scope, then you are pretty sure of failure, or if not that, you will never go any higher than you are now. A man giving an excuse of this sort, is pretty much like the man who decides to cut down his window space, or use it as a store room for goods. In these days, every wide awake retailer is perfectly well aware of the necessity of proper window facilities. He knows that to cut down his

present display space would be committing suicide as far as the welfare of his business is concerned. This same principle applies to the "lack of space" holler. If you have no room for a line of goods that has a steady and growing demand, a line that allows you a good profit, and a line that your competitor is handling to great advantage, then, what is the use of being in business at all. Sporting goods are of much lighter quality and cheaper material than the ordinary, everyday footwear, and as a result sell cheaper; a good profit is allowed, in many cases much more than on some of your regular lines. A good deal less space is taken up in this department than one would imagine. If you open up on a modest scale, one or two sections will give you plenty of room with some to spare. If you go into the matter on a more elaborate scale, you could set aside a certain part of the store, part or whole of the back section, for instance. The above spaces will allow for stocking of full supplies of the different lines of goods. 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 this department that can be stocked in with your findings department. Therefore, summing up, after a little thought, the strength of these two principal arguments against installing a department of this kind in your establishment, are you not convinced that it would pay you to

A SAMPLE SPORTING GOODS ORDER

A Hamilton dealer, who made quite a success of his sporting goods department which he opened only last Summer, gave the following as his initial order, which he said worked out very well. Of course this comprises a pretty full stock, and you can judge for yourself, whether it would be advisable to stock about the same as this retailer did, or work along more moderate lines.

| | | |
|---------------------------------|----|------|
| Men's Speeder..... | 12 | Pair |
| Men's Basket Ball Balmoral..... | 12 | Pair |
| Men's Recreation Oxford..... | 15 | Pair |
| Men's Rambler Balmoral..... | 12 | Pair |
| Men's Redfern Balmoral..... | 15 | Pair |
| Women's Rambler Balmoral..... | 15 | Pair |
| Men's Yachting Balmoral..... | 25 | Pair |
| Men's Yachting Oxford..... | 15 | Pair |
| Women's Yachting Balmoral..... | 25 | Pair |
| Women's Yachting Oxford..... | 15 | Pair |
| Boys' Yachting Balmoral..... | 15 | Pair |
| Youths' Yachting Balmoral..... | 12 | Pair |
| Men's Athlete Balmoral..... | 50 | Pair |
| Men's Athlete Oxford..... | 25 | Pair |
| Boys' Athlete Balmoral..... | 50 | Pair |
| Boys' Athlete Oxford..... | 50 | Pair |
| Youths' Athlete Balmoral..... | 25 | Pair |
| Youths' Athlete Oxford..... | 50 | Pair |
| Child's Athlete Balmoral..... | 15 | Pair |
| Child's Athlete Oxford..... | 25 | Pair |
| Women's Athlete Balmoral..... | 25 | Pair |
| Women's Athlete Oxford..... | 25 | Pair |
| Skipper Balmoral..... | 25 | Pair |
| Skipper Oxford..... | 25 | Pair |

go ahead and take a chance with the odds hardly as much, and certainly no more against you than they are in the different branches which you now conduct?

Another potent reason which should act with you in favor of a sporting goods department, is the very much

(Continued on page 32)

A Spacious Entrance With Long Receding Windows

How West Toronto Shoe Man Carried Out Something Simple, Practical, and Profitable in the Way of a Striking New Front—Plenty of Space For All Comers to See Big Displays—Store One of the Deepest in Canada

Money spent in a shoe store front is regarded by the average dealer as well invested. Do you realize that the way to a purchase is often paved with the eye. In other words, what we see we frequently believe we want or need, and acting on the impulse, purchase.

Realizing this trait, in human nature, enterprising proprietors seek to place before people as large a variety of footwear as possible, and to afford them every facility for inspection and close observation, without obligation to buy.

Walter Powell, Dundas street west, Toronto, has, in his western store, known as the Sample Shoe Store, installed as simple, practical and effective exterior design as can be found anywhere. There is nothing very elaborate or costly, or ornate about it, everything being plain and conservative. As a means, however, of displaying goods and affording facilities for viewing the varied styles in shoes, this front is perhaps unsurpassed. To begin with, the Sample Shoe Store at 1694 Dundas street, is 25 feet 3 inches wide, and an immense space has been left for the public. The women's window is on the left and the men's on the right, and yet a dozen women can examine the toggery in the women's window and as many men do the same in the men's window, and there is no sense of crowding. The utmost freedom can be felt, as the persons interested in the different windows are so many feet apart they do not gaze at one another or feel embarrassed. Neither are the remarks of the men overhead by the women, or the observations of the women overhead by the men.

Details of Spacious Front

The entrance is 13 feet wide and converges to a four-foot quarter-cut oak door, 16 feet from the street. The front of

each window is 3 feet 6 inches across and the side is 13 feet deep. Then there is an angle and another smaller show window about 3 feet wide by 5½ feet deep, just at the door. The windows extend back 3 feet beyond the door. There are no mirrors at all in the windows. Above the large plate glass are Luxfer Prisms, 18 inches deep. The floor of the entrance is of oak and so are the bottoms of each of the windows. The base of the exterior is of wood and painted a dark green, the side walls are panelled and enamelled white, and above them is a 2½ foot border of oatmeal paper, with a pretty floral design. The ceiling of the windows is panelled and enamelled white, while the ceiling of the spacious entrance way is natural wood, stained in oak. There are doors at the back of each window, so that the trimmer may easily enter. Mr. Powell designed the entire front himself, and the work was carried out by a local contractor. The huge plate glass is held together by copper standards.

The store is 132 feet deep. Mr. Powell intends in the near future to add 50 feet more to the shop, as he owns the building. He will instal new shelving throughout and fit up a second storey for handling traveling goods, in which he will specialize.

Why He Installed It

"Yes," said Mr. Powell, "I think I have as good a store front for selling shoes as is possessed by any merchant. I do not say this boastfully, and while the front is not flashy or too imposing, it serves the purpose for which I installed it, namely to display goods in an effective manner and to catch the eye of the public. One can stand across the street and get a glimpse of what is exhibited in the windows. I have



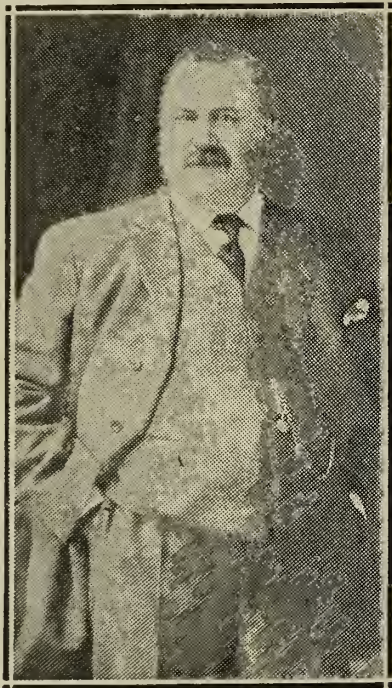
THE SPACIOUS AND PRACTICAL FRONT OF AN ENTERPRISING WEST TORONTO SHOEMAN

been asked why I do not install a show case in the centre of the entrance. I may do this at certain times, but I do not wish to break the line of vision nor the freedom with which persons may walk across from one window to the other and examine the footwear showings. This front has already paid me handsomely and has resulted in a large increase of trade. If I did not think it would have done so. I would not probably have installed it. Certainly I have not been disappointed."

Mr. Powell has been in the shoe business in West Toron-

Shoe Dealer Honored by Electors

To many friends through the Maritime Provinces and in other parts of Canada, it will be of interest to know that James V. Russell, foremost shoe dealer of St. John, N.B., was last week elected to a civic commissionership in that city. This means his retirement at least temporarily from active business life, for the position calls for him to devote his time to it for four years, at a salary of \$3,000 a year. Mr. Russell, while in business, formerly had considerable



J. V. RUSSELL

experience as alderman under the old civic system of administration in St. John, and is regarded as being very capable for the new office.

It is thought likely that he will be assigned to the post of commissioner of public works. His vote polled in the elections was splendid, and the cause for huge satisfaction to himself and his numerous friends for it showed the confidence reposed in him by the electorate and his popular standing in the community. He was second on the successful ticket, which means his remaining at the council board for four years.

Mr. Russell has been in business in North End for a great many years, and has conducted in addition to his first store, another one in Main street, and another branch in Brussels street. Waterbury & Rising have taken over his original store in Main street, which they will conduct as a branch, while his other one in the same street was taken over some time ago by George W. and Joseph Gray, who for many years had been in his employ.

Much is expected of him in his new position in public life. He has been a prominent merchant of the city, has been a member of the board of School Trustees, has been active in board of trade circles, and has always taken a keen interest in anything pertaining to the welfare of St. John.

to for 27 years, being in partnership with his father, the late Thos. Powell, until nine years ago, when the firm name was changed to Walter Powell. Mr. Powell, Sr., passed away about two years ago. Mr. Powell conducts the Slater Shoe Store at 1682 Dundas street, and as already stated, the Sample Shoe Store. Eventually he intends merging the two places into one, and will devote his attention entirely to the Sample Shoe Store, which he will then conduct under his own name. Mr. Powell has some novel selling methods, and keeps an alert and courteous staff of clerks, who receive strict instructions to treat everyone courteously and kindly, no matter what the dress, color, or nationality of the individual may be.

Known as the Slipper King of Toronto, it is said Mr. Powell sells more slippers than possibly any other shoeman. About four weeks before Christmas, knowing that slippers are a favorite gift, he puts up light iron rods around three sides of his store several feet out from the fixtures and on these, by means of snap hooks, depend slippers of all kinds, canvas, leather, felt, velvet, brocade, kid, corduroy, etc. These slippers are sectionalized, so to speak, in that the sevens of all kinds are together, the eights of all kinds, the nines of all kinds, and the prices are marked on each kind, so that one needing size seven, say, can inspect the various lines that are offered at 75c, \$1.00, \$1.25, \$1.50, \$2.00, \$2.50, etc. Mr. Powell has facilities for displaying in his store at 1682, some 1300 pairs and in the Sample Shoe Store no less than 3300 pairs. After the holiday rush, the rods are removed. Mr. Powell knows that the slipper trade is worth going after and the interior of his store presents an inviting spectacle each Yuletide season and yet the impressive display does not in any way interfere with the selling of other lines of goods.

Man vs. Woman Buying Shoes

Which would you rather wait on, a man or a woman? Put this question to the average shoe clerk and if he is not a ladies' attendant or a favorite with the fair sex, he will tell you that he would rather wait upon a man every time, and for this reason. A man generally buys when he wants to, knows what he wants and as soon as he sees what he likes, if the price suits and the shoes fit, he hands over the cash and gets out. Possibly the whole transaction does not last five or more than ten minutes. Of course, there are some "Willies" and "Cissies" even among the male sex, who want to "la de da" around a shoe store for a long time and pretend that they have an exceptionally hard foot to fit, that they cannot secure a perfect style or they desire to impress the dealer that their patronage is just a little above that of the ordinary wight. However, these are the exception.

With women it is different. "Too often," said a London shoe man, "they come in to shop rather than to purchase. I will give you an example. A lady entered this morning—wanted a pair of pumps. I showed her a nice line of patent leather colonials, with celluloid buckle and Cuban-Louis heel. The price was \$3.50. She tried on the shoe and it fitted her perfectly. In fact, she said she liked it, but she wished to see something else. Now, if that had been a man he would have been satisfied, completed the transaction and walked out. Not so this lady. She wanted to see something in suede, in velvet; in black satin, in gunmetal, in colored kid, and then she asked all about the ornaments, from the corded silk bow, right through to cut steel, rhinestones, jet, metal and everything else. I suppose that woman tried on a dozen pairs of low cuts and finally wound up by saying she guessed she would take the patent leather, which I had shown her at first, "as she did not see anything that she liked better." Now this is human nature and a part of woman and I suppose always will be. No sir, we like to wait upon men best, particularly in times of rush." It took me just forty five minutes to sell that woman that pair of pumps on which the gross profit was one dollar".

Putting in Memorial Day and Natal Day Windows

Sketch No. 1—For the City Dealer—How to Make Use of Same for the 24th of May

Cut the centre fixture out of thin lumber and cover with white felt. The small ornaments at each corner at the top should be cut out of purple felt and pasted on, the small strips at each side of the centre fixture which should be covered with black felt. These two side pieces should just be nailed on the centre fixture, so that the color of felt can be changed any time. The letters "Memorial Day" should be cut out of black felt and just pinned on so that they can be taken off without making any impression on the felt. The small pattern effect at each side of the frame should also be cut out of purple felt and stuck on. A large picture of Queen Victoria can be borrowed from a local art dealer and place to hold in the centre of the fixture. First of all the trimmer should get the picture so as to know what size to make the opening in the fixture. Large Union Jacks should be stretched across each side of the window, and, if possible, the trimmer should try to secure an artificial wreath or two and place same at the bottom of the fixture.

For Dominion Day

To make use of this same background on July 1st, known as Dominion Day, which is the Natal day of Canada, the trimmer should remove the black letters for Memorial Day and secure a vacation picture showing an outing of some kind or some summer scene. This can also be borrowed. Use the two Union Jacks in a little different way. For instance, they should be draped in each corner to make the trim different. Bright Summer flowers should be used for the Dominion window and no flowers at all for the Memorial window. The floor of the window in each case, should be covered with white felt.

The small strips at each side of the main fixture should be recovered with pale green felt for Dominion Day window.

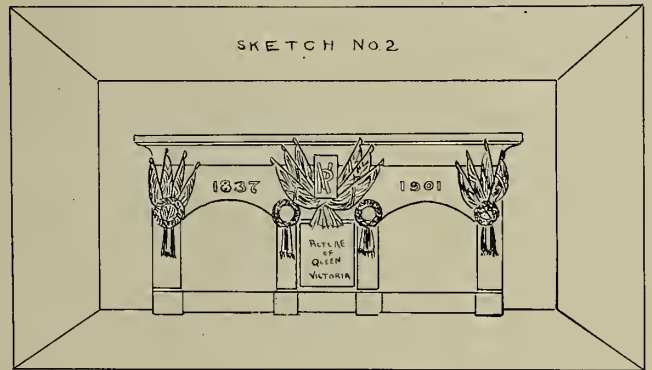


Shoes to be displayed for the Memorial Day window should be nice street and dress shoes, and for the July 1st window, outing shoes of every description.

Sketch No. 2—For Memorial Day—An Inexpensive Idea for a Small Dealer

Secure first of all a picture of Queen Victoria, which can be borrowed from an art dealer. After you have the size of

your picture, make your fixture according to the size of your window and making the centre so fit your picture in. Union Jacks should be used as in the sketch, and the four small, round wreaths can be borrowed from a local undertaker. Cover the whole of the fixture which should be made of thin lumber with white felt. Make a small square piece of wood to put in the centre of the bunch of flags and cover with purple felt. Make a monogram of V.R. out of cardboard and gilt, and paste on this panel. Purple and black ribbons should hang from the flags. The floor should be covered with



white felt or white crepe paper, or if the trimmer can get a Union Jack, the same would look very well on the bottom of the window. The figures 1837 and 1901 should be cut out of black felt and pinned on with small pins so that they can be removed without showing on the felt.

For Dominion Day

Remove the figures 1837 and 1901, also the panel with V.R. in the centre, also remove the picture of the Queen. Try to get some Summer scene, or outing picture, and place it in the centre. Instead of displaying street and dress shoes as in a Memorial window, show all kinds of cool Summer outing shoes, such as rubber soled ones, etc. If you can borrow two large Union Jacks to fit the side of your window stretch this across the sides as in sketch No. 1 to make this entirely different from your Memorial window. Don't crowd your window.

Handicaps of Shoe Manufacturers

There are two great handicaps under which the shoe manufacturer must labor. One is the fact that the styles are constantly changing, and the other is that the shoe demand runs in waves; at certain times in the year the factories cannot run fast enough to supply the buyers, and at the other times there is not enough demand to keep them going. He is afraid to stock up in the slack season for fear that the style may take a radical turn and leave him with a lot of unsalable goods on his hands. The changes in shoe styles are far greater than the ordinary man realizes. He thinks of the shoe as a staple article, and that it is made the same year after year. On the contrary there are as many styles in shoes as there are in gowns, and every few months there is some change in form—a new way of fixing the laces, a new kind of tip, a new heel or something of the kind—so that often a last-year shoe looks as awkward and as much out of style as a last-year hat.

Should Retailers Pay for Shoes Before Any Are Sold

Representative Dealers Declare Changing Seasons Render It Imperative That Cash Datings On Both Rubber and Leather Footgear Should Be Later—Why Some Shoeman Hang Back in the Matter of Spring and Fall Orders

The changing seasons may result in changing business arrangements so far as the terms and payment on rubber and leather footwear are concerned. Retailers feel that owing to winter coming later each year and practically not setting in before the 1st of January, that some changes should be made in reference to the payment for rubber shoes.

As mentioned in the last edition of the *SHOE AND LEATHER JOURNAL*, a petition is being circulated among the dealers in Toronto and Ontario, under the auspices of the Retail Merchants' Association, asking that the rubber companies date their cash payments for goods from November 10 each year to January 10, so that merchants may at least have a portion of their stock sold before they are asked to pay the manufacturers.

There Should Be Mutual Concessions

"It is just this way," remarked a leading Toronto retailer this week, "the company comes along and asks us for a placing order in March and April, and in order to secure as much business as possible the independent concerns give a discount of ten per cent., while Consolidated gives special net prices. They point out that as the factories order their supplies of rubber, cotton, cement, etc., in large quantities very early in the season, they are able to keep down the cost of production and give the goods much closer supervision when orders are given early. In other words it enables the producers to know where they are at. Now these goods generally come along in July, August or September, and we are asked to pay for them by November 10, being given two per cent., or one per cent. thirty, or net sixty days.

"Now, I defy any man in Toronto, Hamilton, St. Catharines, London, Woodstock, or other cities in Western Ontario to say that he sold more than half a dozen pairs of rubbers before December 15. In fact, owing to the mild dry weather which prevailed, rubber footwear did not move at all until late in December or early in January, yet the retailer is asked to pay for this stock two months ahead of time if he wishes to secure advantage of the discount. At the same time his stock has possibly been in hand anywhere from three to four months and on this the shoeman has to pay insurance, provide storage space and run all other kinds of risks, yet he has given the manufacturer the advantage of a placing order. I think it would be only meeting retailers half way if they made the cash datings on all shipments January 10 instead of November 10. The merchant would then be in a more amicable frame, financially and otherwise, to meet the bills when they are presented. It seems to me very unreasonable to expect us to give orders so far ahead and then be made to pay for the goods before we have a chance to sell them. It is well known as I have said before, that the rubber selling season, with rare exceptions, does not start in Toronto and other Western cities until the latter part of December."

What About Leather Shoe Datings?

Speaking of payments on leather shoes, another leading retailer told the *SHOE AND LEATHER JOURNAL*, that he thought if a change was not made regarding the settlement for these goods shoemen would not give large Spring and Fall orders. "For instance," he added, "We are asked to order our Fall goods during the months of March and April and Spring goods during August and September. In the case of Spring goods where orders are given four or five months ahead of delivery and for Fall goods three to four months, the datings are, with some exceptions, for Spring goods 1st of April and for Fall goods, 1st of October. Now, why should a man be asked to pay for his Spring stuff before he has a chance to

sell one quarter or even one eighth of them. I would suggest that manufacturers should date payment for their high cuts April 1, and for oxfords, pumps, etc., May 1st or June 1st.

A Storehouse for the Maker

"You know yourself, shipments are often made to us months ahead because the manufacturer wants the floor room in his factory premises. If he can only force the goods on the retailer long before they are required, the latter bears the risk and affords all the accommodation. Now we are doing the manufacturer in many instances a favor by accepting these goods weeks before they are required. In fact, I know one retailer who received his Spring lines this year the first week in January. The selling season which should begin earlier has, owing to the lateness of spring weather, just got nicely started, and it is now the middle of May.

"Last year we were selling light weight turn shoes up to the 1st of November. It was so dry under foot and warm overhead. To make a long story short, the seasons seem to be shifting. Spring goods are sold much later and so are Fall goods, and I therefore, contend under these conditions, a reasonable degree of latitude should prevail. Datings should be made later in every case in order to accommodate the retailer. It is pretty hard to ask a man of limited means to pay for ranges out of which he has not already sold half a dozen pairs. He should at least be afforded an opportunity of disposing of a moiety of his stock.

A Hint to the Manufacturers

"If manufacturers meet the dealer along the lines I have set forth, I do not think there would be so much complaint about retailers holding back in the matter of giving Spring and Fall orders. You know shoe factories have been rather quiet and one of the grievances has been that the retailer is each year showing less and less disposition to order early but relies more on the in-stock departments, and in sorting from whatever sources he can. I would like to hear from some other shoemen along this line, I am pretty sure that the majority of them will agree with me that it is time for cash datings to be changed a month later on both fall and spring goods. It would be a great accommodation and comport more with the tendencies of the seasons during the last few years."

A Boomer of His Home City

One of the most widely known residents of Berlin is Harry D. McKellar, who is prominently identified with a number of leading industries. Prominent among them are the Canadian Consolidated Felt Co., of which he is sales manager; The Berlin Felt Boot Co., of which he is vice-president; McKellar Bedding Co., of Fort William and Berlin Shoe Manufacturing Co. He is president and general manager of both of the last named concerns. Mr. McKellar possesses a lively cheerful disposition and is always proclaiming the advantages of Berlin as a commercial and industrial centre. It was in 1909 that he organized the McKellar Shoe Co., which make a specialty of men's working shoes and a fine line of McKays. The daily output is about four hundred pairs and some seventy-five people are employed. The organization is composed of Mr. McKellar, Chas. Greb and Ed. C. Greb. A recent edition of a Berlin paper refers to Mr. McKellar as "Berlin's Foremost Publicity Man."

How Many Trunks Will You Sell This Summer?

Push Travelling Goods Sales Now—It Is Up to Yourself As to How Many You Will Dispose of—Advertising Leather Goods—Feature Windows of This Type—How to Best Make Your Department Known

The summer holidays will soon be with us, and it behooves the wide-awake shoe retailer to commence a publicity campaign in behalf of his traveling goods department, that will put this branch of his business on a truly profitable basis, instead of its being merely a "sideline" regarded more as a liability than an asset.

Now is the season for him to put forth every effort to move his stock of trunks and leather goods. The travelling movement is just beginning, and during the next few months many thousands of trunks, suit cases, and the like, will be distributed throughout the country. The mail order houses, will no doubt, do a large percentage of this business, chiefly due to the retailers not pushing these goods energetically and effectively.

Use Your Opportunities

Now, trunks will not sell themselves. If the shoeman does not sell a trunk except when he is asked for one, his business in this direction will be very limited indeed. And yet, that is just the attention the average shoeman gives to his trunk and bag department.

No opportunity of interesting your regular and transient customers should be lost. Have the goods displayed in some prominent position in the store. Many shoemen place a dozen or more trunks in a row in the centre of the shop. In this way, shoe buyers cannot overlook them. Natty show cards should be used, giving in a few words, a general description of the goods, or aiming at arousing the desire for the stock displayed.

Utilize Findings Case

For those shoe dealers who stock quite an assortment of leather goods, such as ladies' hand bags, pocket books and various other lines of like character along with trunks, bags and suit cases, a neat show case, similar to that used for displaying findings will answer very well. Very winning displays can be made in such a show case, and if placed on one side of the entrance, just inside the door, it will prove a great magnet for women shoppers, for what woman ever shows lack of interest in such things? A neat companion case in the same position on the other side of the store and containing the finer class of shoe findings, such as buckles, bows, the more expensive laces, and so forth, will prove an additional drawing card to every woman customer. She will seldom get by these two showcases, and the true salesman will generally interest her in a purchase.

Traveling Goods Window Displays

It is also a good policy to keep one of your windows, to which you should invariably devote some special attention,

constantly occupied with attractive traveling displays. There is little use in placing a trunk or two, a few suit cases, and some smaller articles in a window without any plan of demonstrating them. This is one of the chief reasons why the traveling goods department in many shoe stores is only a mediocre profit maker, or very often an investment that ties up many dollars and yields no return. Absolutely no window attention is given to the sideline, although there are few lines that lend themselves to more favorable treatment, and as a result it suffers. Instead of piling trunks one on

another for a background and crowding the intervening space with a motley array of suit cases, hand bags and smaller leather articles, good display schemes should be thought out, showing some of these articles put to various uses. Get a central idea, and make the remaining part of the display subservient to this idea. For instance, a packing scene can be shown, with an open trunk and various articles of apparel ready for placing therein.

Useful Display Idea

A striking display of this type was recently made by a ~~Montreal~~ departmental store, having as a central unit

a medium sized sectional trunk opened up. From the top section peeped forth a Panama hat, two or three negligee shirts, and ties to match. The lower sections were drawn out showing therein a neatly folded suit or two and various other articles of wearing apparel. All around the trunk, on chairs and on the floor, were clothes waiting to be packed away. Nothing could have shown more effectually the capacity and efficiency of this class of trunks. Moreover, it impressed itself upon the minds of those who viewed it, and proved a strong money puller for the store in question, drawing in many extra dollars that would otherwise have gone elsewhere if they had been spent at all.

Again, try and feature something novel in traveling goods. There is always something new coming out, such as added conveniences on bags, special feature locks or interior divisions that are out of the ordinary, and unusual. During the summer months, such trunks, bags and suitcases as lend themselves readily to convenience while traveling, should be pushed. These are legion, and full descriptions can be secured from the various manufacturers, who are always ready to do all in their power to forward the interests of the retailer.

A first-class display idea for a traveling goods window was shown in the *SHOE AND LEATHER JOURNAL* of April 1st, and many shoe men would, no doubt, profit by putting it to practical use.

Circulars and mailing cards will also be found of great aid in booming sales in your trunk department. They



ENGLISH COWHIDE CLUB BAG, TAN COLOR.

IT IS OF GREAT HELP

I have always found your paper very interesting and received lots of valuable pointers from it. It is a Journal that every shoeman should read. I am not in the shoe business now, but if ever I go back into it, I want no better assistant than the SHOE AND LEATHER JOURNAL.

J. E. DUNCAN.

Halifax, N. S.

WELL WORTH THE MONEY

Herewith enclosed you will please find a money order amounting to \$1.00 for one year of my subscription. Your Journal is well worth the money.

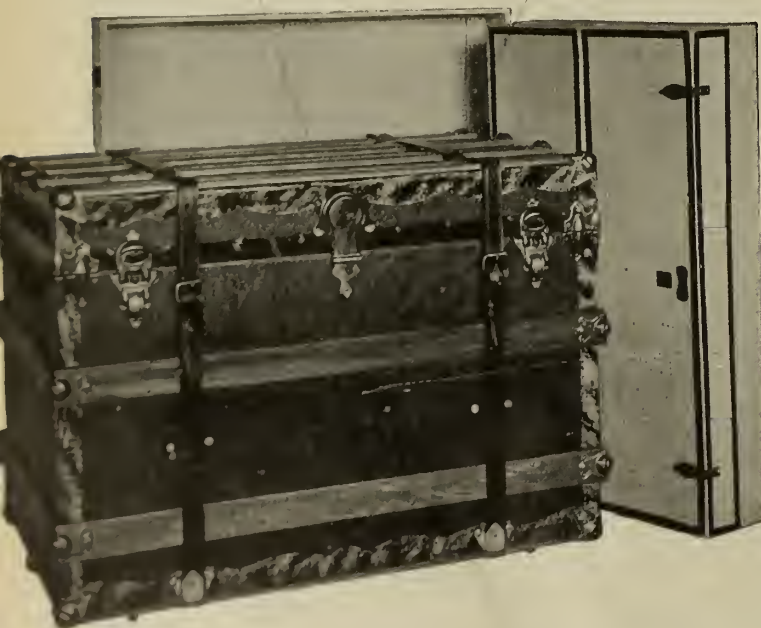
Yours very truly,

(Signed) C. SOFIO.

Sicilia Shoe Store, Montreal.

should be crisp, newsy and descriptive of the articles advertised, but need not necessarily be as brief as your newspaper ad. Such matter should be relieved by appropriate cuts, showing the article or articles advertised, in use. This always makes the general appeal stronger.

An Eastern shoeman, to boost his trunk department last Summer, sent out a neat card, bearing his name and address and also a letterhead of like nature, telling of the existence of his traveling goods department and the service he was prepared to offer, stipulating also that each person presenting one of the marked cards would receive a discount of 10 per cent. on any article in the department. There



FIBRE TRUNK, TOP TRAYS, AND STRAPS ALL AROUND.

letters were mailed to every possible customer in the town and surrounding country, and made the department a success from that time on, merely through the use of a bright idea. Many other plans can be worked out, by giving your

individuality a little scope. If the trunk department is taken hold of in the spirit outlined above, failure is impossible.

Finally, if you sell trunks and bags, don't "hide your light under a bushel," and before you look for success, see



COWHIDE SUIT CASE, STITCHED LEATHER CORNERS.

that the sign on your windows and over the door makes mention of your traveling goods department.

Selling Goods vs. Filling Orders

Upon entering the employment of this establishment, we would have you realize that there are two distinct reasons for your employment—selling goods at a profit and in making profit for saving needless waste, says a leading Western firm in a "Book of Rules" which it hands to each clerk on entering the service.

We would also impress upon you the importance of your position to the establishment. When you realize the vast sums of money expended for building, fixtures, merchandise and advertising, all for the purpose of getting the customer to purchase goods, then you will realize what would happen if the goods were not sold at a profit, so we hope that you will appreciate that the sales person is one of the most important activities of the establishment; so far as the public is concerned, you are the individual representative of the concern and we trust that you will endeavor to be an able representative.

If you would be a successful sales person, it is necessary that you realize the difference between selling goods and filling orders. The person who only sells what the customer asks for when entering the establishment is only filling an order, but if you should succeed in selling more than they ask for or by making suggestions, can increase the sales of the store, then you not only help the store, but, of course, increase your own sales and are worth while to the establishment. In order to do this, we would suggest that you get a thorough knowledge of the line which you are going to sell. This will give you confidence in yourself and retain the confidence of the prospective purchaser by displaying the knowledge of the merchandise.

The policy of this house is one price to all and no misrepresentations. Satisfying the customers to the fullest extent is one of our hobbies. We trust that you will do this, realizing that if we retain the good will of the customer that they will return to our establishment for future purchases and you can readily see how the establishment and yourself will profit thereby.

Endeavor to be as accurate as possible, for most cost money, and as far as you are concerned let this be a store where promises are kept and any errors cheerfully corrected.

Last, but not least, remember that Emerson says "Life is not so short but that there is always time enough for courtesy." Put yourself in the customer's place and consider how you would like to be treated, and you will make very few mistakes in the treatment of customers.

The Importance of the Retailer in Business Life

Knowing the Character and Standing of Your Customers Essential to Success—Method Used By the Association to Make Delinquent Debtors Pay—The Union of Interests and What Can Be Done

"The business of selling goods at retail can never be dispensed with. It is the most important channel through which all merchandise and all produce must flow to reach the consumer with convenience and with the least expense.

"The capital employed in the retail trade of Canada outnumbers in amount the value of all the agricultural industries with the authorized capital of the chartered banks combined. We occupy and own more expensive premises, we pay more insurance, more rent, more taxes, more freight, more cartage, engage more help, own more horses, spend more money and give more credit than all the agricultural and other commercial classes combined," says a recent Bulletin of the Retail Merchants' Association of Canada, the annual meeting of the Dominion Board being held a few days ago in Toronto.

We are less understood and more abused than all the other classes, because we have been "hiding our light under the bushel," and the other classes have been demanding justice and equity. We are now beginning to realize our position and our importance in the community.

To protect ourselves, our families and our future business conditions, we must all line up under one strong, powerful and properly organized Association.

As units we are helpless, but as an organized body we become a mighty power.

Must Be Always on Guard

As the population increases, more care and wisdom must be exercised in the giving of credit, and this is what our Credit Reporting Department is for. The Manufacturing and Wholesale Associations have a properly equipped department in order to keep themselves posted as to how we as Retailers pay our accounts, and how much and to whom we owe, and there is no reason why we should not know, through our Credit Reporting Department, how those customers who owe us pay their accounts. This knowledge will strengthen our position, and make our credit all the stronger with those from whom we buy, and save us hundreds of dollars during the year, or, in other words, "To be forewarned is to be forearmed."

Some Trade Problems

Among the many other Trade difficulties that Retail Merchants have to contend with, as a class, and which our Association is constantly endeavoring to overcome, is that of collecting overdue accounts. This question, perhaps more than any other, has given all classes of Retail Merchants considerable thought and anxiety. A few contend that Retail Merchants should sell strictly for cash, and that no credit whatever should be given. It is not our intention to enter into any discussion of this proposal in this Bulletin, as we must deal with business conditions as they are, and as we find them—not as some say they should be. Everyone must admit that good credit is the foundation stone upon which all trade and commerce is built, and if this is true, the giving and receiving of credit should receive our careful consideration.

When discussing the value of credit, the late Mr. J. P. Morgan said: "Commercial credits are based on the possession of money, or property, or character; the first thing is character. A man I do not trust could not get money from me on all the bonds in Christendom. Character is the fundamental basis of business."

Know Character of Your Customer

The first essential, then, in giving credit, is to know the character of your customer. Not so much as to what they

are worth, but as to how they pay. To give credit purely on the strength of material assets, is looking too much to the strength and ability of the law to collect; but by basing credit on character first, and material assets lasts, you contemplate payment on honour first and law last.

The question arises then, "How do we know the character of those who ask us for credit?" The answer is, "Ascertain how they have been paying others with whom they have dealt." To do this, and to protect ourselves from those who move from place to place in this rapidly growing country, we must go far beyond mere local enquiry, and beyond those who deal with any single line of trade. Our credit reporting department, we believe, has solved the problem, for the retail merchant, as it gathers information from all classes of Retail Merchants, and is Dominion wide.

How Plan is Operated

In each Province of the Dominion we have Provincial Officers, with properly equipped offices and a capable staff. From these offices we send to every member, as many Collecting Letter Forms as they require, and they send them out to their slow pay or delinquent debtors. These letters are in no way offensive, or abusive; but they give every debtor due notice that if they do not settle their accounts after a stated date, their names will be sent in to the Secretary of the Association, who sends out another Letter to the debtor, stating that if they do not settle their account with our member within a stated time, their names will be entered on the Delinquent Debtors' List, and a copy of this Debtors' List will be placed in the hands of every Member of our Association, and open for inspection by all retail merchants throughout Canada, who are members of "The Retail Merchants' Association of Canada." These names are gathered and tabulated by the Secretary of each Province, and then they are compiled by the Secretary of the Dominion Board, and in this manner they become known throughout every Province.

Collecting Companies Have Failed

Every retail merchant who has been in business for any length of time, must know of the innumerable schemes that have been promoted with the object of attempting to prevent people who make a habit of living on the merchants, from securing credit. Various companies have been promoted and operated, having in view the rating of all the householders and tenants in a community; but these companies have failed to solve the problem, as they overlook the chief asset—character—and they base their calculations largely on an uncertain guess as to what the said persons may be worth. This system has proven to be of no value, as it is impossible to secure correct information, and it would be too expensive if they could.

Bed Rock of Actual Fact

Other collecting agencies, with high-sounding titles and unblushing pretences as to the extent of their operations—which in many cases are very little known outside of themselves and a very few persons; but who claim to have world-wide correspondence—have induced many merchants to give them their accounts, and to pay them large fees besides; and many who have done so, have found out their mistake, after it was too late. Our plan is based upon the bed-rock of actual fact, gathered from the retail merchants themselves, and the names of the Delinquent Debtors appear in our Delinquent Debtors' Book because they should be there, and every live, up-to-date Merchant should know them.

Make Your Newspaper Ads. Say Something Definite

A Good Heading is Necessary to Focus the Attention of the Reader—The Importance of "Reason Why" Copy—It Costs No More Than the General Stereotyped Style of Announcement and Brings Results—Part that Price Plays

By the term advertisement in this article is meant the newspaper advertisement, as distinguished from catalogues, booklets, folders, circulars, posters, street car cards, and other forms of advertising.

Shoe retailers, as a rule, go stronger upon newspaper advertising to draw trade than upon any other form of publicity, although at certain seasons they use folders, circulars, and even posters. Therefore, the discussion of newspaper copy is much more pertinent at present, although some of the other methods mentioned will be considered later.

Copy is the backbone of an advertisement. This is as true in advertising footgear as anything else. Display is very important in that it serves to attract attention to an ad. Good illustrations of the prevailing styles of spring shoes are valuable, because they show in a vivid way some of

All copy falls naturally into six divisions, the heading, the sub-headings, the body matter, the price, the exhortation to the reader—which might be considered part of the body matter—and the firm name and address. Although every ad. does not contain all the above divisions, the most of them appear.

A good heading attracts attention and arouses interest. That is its main object. To do so, it should consist either of the name of the shoe for sale, some selling point of this line—perhaps both name and selling point—or a suggestion of the need of the brand of boot handled and the superior points in the style, wear, leather, workmanship, comfort, or fitting qualities that it possesses.

Shoe Illustrations a Great Help

The illustration of a shoe is timely and helpful. The dealer has many splendid opportunities for re-inforcing his advertising by snappy illustrations secured from the manufacturers or the SHOE AND LEATHER JOURNAL.

Many stock cuts can be obtained at reasonable prices and they brighten up an ad. wonderfully. In such cases, a good heading will greatly strengthen the point made clear by the shoe cuts.

If price is a strong selling point, as sometimes happens when the dealer is putting out a bargain, it is well to feature it in the heading. Of course, in advertising anything for which a demand must be created, it is as well to use a heading with this end in view rather than the name of a commodity.

Make all headings as short and concise as possible. A wordy sentence at the head of an ad. will kill interest more quickly than anything else. It matters little whether the heading takes an assertive, interrogative or command form, so long as it is not uncouth.

Never use blarney headings, i. e., headings such as "Stop! Look! Listen!" "We announce!" "We have the best!" "We are the leaders!" "Why not?" and many others of that nature. They are as common as black berries in August, but the retailer who avoids them will find his ad. much more effective. They will kill any incipient interest aroused by a well displayed ad.

The value of sub-heading consists in making an ad. more readable. They break up solid masses of type into smaller divisions, and thus give the mind a better opportunity to absorb the argument. They are also very useful in showing where a new idea is to be introduced. When used, they should be chosen as far as possible, so that they can be read in connection with the main heading, as this gives the reader a short synopsis of the whole ad.

This is a very important part of the retailers' ad. and should rarely be left out. Most buyers have limited incomes, and therefore have to consult prices a great deal. In the case of special bargains always display the price, preferably in the heading, but otherwise just over the firm name and address. Never set it in ordinary body type, for the reasons given above. It is too important. On the other hand, it should be displayed in smaller type than that used for the heading and firm name. This rule is often broken. Don't do it.

Do this at the close of the body matter. This is the logical place, as all the other parts of the ad. have brought interest and desire to a head. Different forms of exhortation are used, such as "Buy to-day," "Sizes are limited." Always make the exhortations as brief and pithy as possible, yet not in stereotyped form. Do not use those overworked expressions seen so often.



**"EMPRESS"
SHOES
For Women**

Stock for Spring, 1914, Now Complete

The question of comfort has been given careful thought and study by the makers of Empress Shoes, and in every style shown absolute foot-ease is assured.

This fact, coupled with the knowledge that "Empress" Shoe Styles express the newest English and American style ideas, should have influence with women particular about their footwear.

Prices Reasonable, \$3.00 to \$5.00

Sole London Agency.

Roland Hill
Reliable Footwear

Main Store, 189 Dundas Street
Branch, 429 Hamilton Road

THE ADVERTISEMENT ON THE LEFT IS ATTRACTIVELY SET UP AND GOOD USE IS MADE OF THE SHOE CUT. THE OTHER AD. ON THE RIGHT SHOWS MUCH LESS GOOD TASTE AND EFFECTIVENESS AND HOW NECESSARY IT IS TO EMPLOY A CUT.

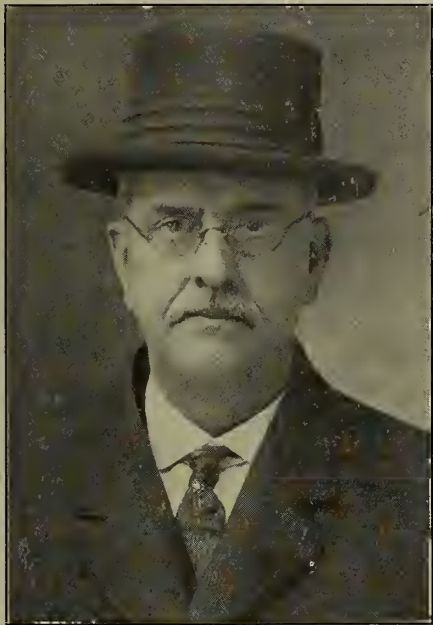
the selling points of the lines advertised. Good headings are very necessary to focus the attention of the reader on something definite. If, however, the copy itself is poor, the whole ad. structure fails of its purpose, because the function of copy is to change the attention secured by the display to active interest, to create a desire for the shoes advertised, to convince the reader that he should buy that style, and that he should take steps to procure a pair at once.

The Two Classes of Copy

All copy may be broadly divided into two classes—suggestive copy, or copy that places briefly before the public some idea, name or trade mark of a certain shoe, and salesmanship or "reason why" copy, which, as its name indicates, is intended primarily to make sales, rather than to merely familiarize the public with some article with a view to making sales. If you take three or four inches of newspaper space daily with this style of ad., "Smith can shoe your whole family," you will undoubtedly win some customers, by force of repetition, but you will not be using space most intelligently. No man who merely uses the standing card style of ad. ever does. Salesmanship or "reason why" copy is the only effective kind and therefore the only kind to use. It costs no more, and brings immediate results.

New Superintendent Appointed

C. A. Maddox is the new general superintendent of the Canadian Consolidated Felt Co., who recently entered upon his new duties in Berlin. He has had a long and thorough experience and for fourteen years was the head and front of the



famous Daniel Green plant at Dolgeville, N.Y., which factory is recognized throughout the continent as originators of fine felt footwear specialties. It is the intention of Mr. Maddox to add to the present range of the Canadian Consolidated Felt Co. the choice grades of felts and fabrics which have been manufactured across the border and also a complete line of lower priced Comfys and Juliets which are now imported into Canada. Mr. Maddox is an important addition to the Berlin manufacturers' colony and during his short residence in the city has made many friends. Mr. A. J. Kimmel is the vice-president and general manager of the Canadian Consolidated Rubber Co., Berlin.

Will Appoint Organizing Secretaries

At the close of the special meeting of the "Dominion Board," of "The Retail Merchants' Association of Canada," the Executive Officers of the "Ontario Provincial Board" held a meeting, to receive the report from the Finance Committee which was appointed at the last Ontario Provincial Convention, and to take action upon its recommendations.

The report from the Finance Committee—which consists of Messrs. J. A. McCrea, Chairman, Guelph; J. C. Van Camp, and T. Bartrem, of Toronto, was received and adopted, and the Secretary was requested to have the same printed and sent to the officers of the various Branches throughout the Province.

They took immediate action on the proposal to divide Ontario into Districts and appoint an Organizing Field Secretary in each district, who will keep in constant touch with all the merchants in each district, and thus overcome a difficulty which the Association has had to encounter for some time. This was that as soon as an Organization was formed, it was left without anyone whose duty it was to see that the work taken up by the Local Association was continued. These Organizers will be engaged on salary, and paid out of the general fund of the Ontario Provincial Board.

All officers were present, viz.: B. W. Ziemann, President, Preston, Ont.; A. M. Patterson, 1st Vice-President, Brockville, Ont.; R. D. Cameron, 2nd Vice-President, Lucknow,

Ont.; F. C. Higgins, Treasurer, Toronto, Ont.; E. M. Trowern, Secretary, 21 Richmond St. W., Toronto. The officers will meet each month so that great progress should be noted in the work of the Association by the end of the year.

At the close of the meeting the officers and executive committee of the Ontario Retail Grocers' Association waited upon the Board and announced that they had decided to unite with them and become members of the "Grocers' Section" of the Association.

A Special Committee was appointed to complete arrangements whereby the officers elected at the last Convention of the Ontario Retail Grocers' Association would become the Officers of the "Grocers' Section" for the Province, for the coming year.

A Wide-Awake "Islander"

One of the best known business men in Charlottetown, P.E.I., is Chester McLure, who has represented the Kaufman Rubber Co. on the Island ever since their product was first made. Mr. McLure is manager of their branch at Charlottetown, which is run under the name of the Charlottetown Rubber Co., and reports that he had a very successful season in rubbers. He is also president of the Charlottetown Selling Agencies, Limited, who do a commission business handling goods direct from the factories. The subject of this reference is also interested in a couple of retail stores and is very much concerned in the wonderful silver black fox industry, being actively associated with the following companies: President of the Fur Farmers' Bureau and Exchange Limited; President of the Sterling Silver Black Fox Co., Limited; manager and secretary of the Royalty Silver Black Fox Co., Limited; director of the Rosemont Consolidated Silver Black Fox Co., Limited, and a director of Fur Producers, Limited.

Born at North Rustico, P.E.I., in 1876, Mr. McLure started clerking in a general store, but after working for a short time, took a course in the Prince of Wales College, graduating with a teacher's certificate. He taught school for



a few years and then went into commercial life. For six years, he had charge of the Men's Outfitters store, but later made a change to a wholesale trade, catering to the merchants of P.E.I. Mr. McLure is a gentleman of quiet manner, pleasing address and sound judgment.

The Retailer and Sporting Shoes

(Continued from Page 22)

added drawing power which your store would possess in the way of attracting the younger trade of the town. This is no light advantage for any dealer to have. If he has what the young folks are after, they will patronize his place every time, where they would otherwise be as liable as not to purchase at some other shoe store, or at the athletic outfitter's. Dress a window every little while, frequently in the more appropriate seasons, and see the young folks, and for that matter, the older heads too, stop and examine them closely. These days, everyone is thinking of hot weather comforts, and a bright, well dressed display of outing goods will strike the chord in them, which you are trying to reach, just the same as luscious appearing pie on a window sill appeals to a passing tramp. They will not only sell themselves, but will aid as feeders to regular sales.

Dress reasonable windows of this nature. When the holiday season is beginning, think out a scheme for a display of holiday footwear. Showcards will enable you to explain the merits of the showing. Talk along the lines of desirability of comfort during hot weather, seasonable footwear, fresh appearance which a pair of white canvas shoes lend on a summer day, and other such readers which, backed up by a good display, cannot help but sell your stock.

Don't Understock the Department

This is a point which you must consider seriously. Tables are given which will help you to a considerable degree, but you must be your own judge as to what lines you will sell best. Many dealers will find that one line will have a strong call in their neighborhood, such as lacrosse or running shoes, whereas, only half that call will be made for tennis shoes. A shoeman in some other neighborhood will find conditions reversed, and his chief call will be for a tennis shoe or some other article of footgear, whereas a small call only will be felt for lacrosse or running shoes. Then, in your own district the big call may be for children's goods. So, you will be able to judge from past experience, what types will sell more strongly than others at your stand. But, what ever you decide, be careful that you do not understock your department, for, if you do, you might as well give it up as a bad job right away, and be finished with it. It is bound to be just as harmful to your best interests as lack of proper variety would be in the more standard lines which you sell to your regular patrons.

Letting the People Know

Advertise, not only through your window display space, but also through every other means in your power. Use the interior of the store as a source of advertising. Most shoe stores nowadays have a couple of silent salesmen showcases placed near the entrance, and these will be found invaluable in advertising any lines which a proprietor may desire to feature. They are very often one of his main assets when any new line is being given special attention. In a Montreal store, a whole showcase is given over to the display of sporting shoes alone. This makes a very fine display, and it attracts the eye instantly on entering. If one of these cases is not convenient, exhibits can be made at other points throughout the store. Be sure, however, that you make your display seasonable. A showing of skating boots and skates is not conducive to more profits, when made in June. Neither is a display of canvas outing shoes likely to increase your turnover, when made in December. When the warm weather prevails, make warm weather displays, and when the frost king arrives, do your best to make an attractive showing of Winter goods.

Many shoemen complain of the annual hold-ups against which they are helpless, in the shape of donations for Sunday School and church picnics and outings. With your sporting

goods department well stocked, you can turn these outings to your own advantage by advertising strongly before they take place. When solicited, you can offer prizes in the shape of tennis or running shoes. Make a window display, and point out your shoes as a necessity with the picknickers if they are anxious to enjoy themselves. The prizes you are given can be shown also in a prominent place in the window. By following up this idea, you can make the picnic period a time that you will look forward to, instead of dreading it, and looking on it as a "hold-up" proposition.

Above all, don't tackle the new venture in a half hearted fashion. If you do, you are certain to fail. Rather go at it tooth and nail. Let people know that you are out with something new that is to their advantage. A large white cheesecloth or canvas sign over the front of your establishment, announcing your new department and the value you are prepared to give, will not do any harm. Make your displays more than barely presentable. At the start, you can decorate appropriately that section of the store given over to sporting goods. Tell your customers of your new venture. If you are doing something for their convenience, they will surely be interested. Use your brains to advantage, and work everything you can to your advantage. Needless to mention the newspapers and circular advertising, if you have something to tell your patrons, these are the best methods you have of informing them. Nothing will help you as much as an attractive booklet dealing with sporting goods alone, particularly at the holiday season, and now, during the hot months.

Learn Why He Does Not Buy

Mr. Hugh Chalmers, who is a very good example of salesmanship, condenses thus some good sound counsel to those who undertake to sell and want to sell and must sell, yet somehow come up against an obstacle which they are not quite able to overcome or even to understand, says an exchange.

"If a man does not buy from you, make every effort to learn his real reason for not buying. A lot of people who ought to be buyers will not sign the order and will give you a lot of so-called reasons. They will say they can't afford it; they don't need it; they want to look around. These are only excuses; they are not reasons. Try to find out the real reason why a man won't buy, and then you can approach him along that line, and in nine cases out of ten you will be able to sell him.

"I have often been asked which is the better way to sell goods—on a salary or on a commission. I don't think that it makes much difference. After all, men are paid their salaries in proportion to the amount of goods they sell, so in the final analysis they are all working on a commission basis.

"It has been my experience that successful salesmanship is nine-tenths man and one-tenth territory. After all, territories are pretty much alike. A real salesman will sell his goods wherever the people speak the same language that he does. I have known of certain territories in which one man had been a flat failure and in which another man was a big success. If you have the right goods and are the right man you can sell your goods anywhere that people can understand you.

"Never leave business to look for business. We have all of us been out in the woods and we know that the grass always looks greenest just beyond. Yet when you get to the green spot it is no better and perhaps not as good as the place you have left. The same thing applies to salesmanship. Business is just as good where you are as it is in the next town. You have to go after business anywhere, so go after it where you are and don't leave until you have gotten all of the business."

Finds an Attractive Store Front Excellent Investment

How a Shoe Worker Started in the Repair Line, Developed Business, Added Equipment, Enlarged His Shop, and Branched Out as a Retailer—Latest Move in New Exterior to Premises Has Brought Good Returns

Four years ago this month George Warriner started a small shoe repair shop at 1243 Bloor street west, Toronto. A short time after he added a twelve foot polishing and finishing outfit supplied by the United Shoe Machinery Co., and a little over a year later put in a stitching machine. Matters ran along for another year with his trade constantly growing, and in August, 1912, he added a stock of men's shoes. This was soon followed by a few lines for women, which have since been greatly increased. During the past few weeks Mr. Warriner has had erected at the rear of his shop an extension to which the repair branch has been removed, and last month he completed an attractive new front and added several feet to the floor area of his premises. The accompanying illustration affords a good idea of the attractive character and appearance of the exterior.

The old front contained a single window and the new one has double display windows with receding entrance. The width is eighteen feet all told and each window is three feet wide at the sidewalk, while the side panes of plate glass are

seven and half feet. The entrance is nine feet wide and converges to an oak door three feet wide. The plate glass so held in position by brass standards. The base of the exterior is solid quarter cut oak and the flooring in the windows is for the same material. The ceiling is paneled in oak, while the sides are fitted with mirrors with panels of beaver board above. At the back are paneled oak doors surmounted by glass. Each window is of the show case type, being about six feet in height, and lighted by seven, forty candle power Tungsten lights. The material and labor on the front cost about four hundred dollars, and, as a result of the pleasing change, Mr. Warriner reports a big increase in trade demonstrating that new and up-to-date fronts are a good investment for any retailer. Mr. Warriner's shop is forty feet deep and is nicely arranged. He carries the best lines and gives full value. Connected with the shoe trade for seventeen years he spent several years in the lasting rooms of the J. D. King Co., and the W. B. Hamilton Shoe Co., Toronto, the Weston Shoe Co., Campbellford, and the Walker-Parker Co,



A PLEASING AND ATTRACTIVE FRONT OF A BLOOR ST. SHOE DEALER AND REPAIR MAN, TORONTO

Toronto, with whom he remained nine years. By sending out personal letters to the people in the Northwestern section of Toronto, having work ready when promised, and making known the fact that he would call for and deliver all jobs, he got off to a good start. He grades his prices on the quality of stock used in bottoming work and by talking quality repairs has developed a paying trade. During the busy season he employs three men in his repair department, and since putting in a stock of shoes finds that the repair end has in no way suffered. He believes that one branch of the trade attracts the other and that they work well together, each, as it were, assisting the other. Given a right location, and backed up by good work and splendid service, the progress of Mr. Warriner shows what can be accomplished in the retail and repair line within four short years. There are many such opportunities in Canadian towns to-day.

Company Had Splendid Year

Despite the financial depression, the directors of the R. B. Johnston Co., shoe manufacturers of Port Coquitlam, B.C., have declared a stock dividend for the fiscal year ending March 31 of 11½ per cent. and while this surplus is not to be paid in cash, the share holders will be given extra stock for the amount of the increase. General satisfaction is expressed by the Port officials at the splendid showing made by the company in the first year of its existence, especially in view of the fact that the capital involved is practically all locally subscribed. Shares in the concern are now held at \$1.25. John F. Foster, Secy.-Treas., states that the increase in the business during the past three months is almost 25 per cent.



R. B. JOHNSTON, PORT COQUITLAM, B.C.

and with good connections established on the Grand Trunk lines east from Prince Rupert, and through the Fort George country, he is confident that a further increase will be noted shortly. Through the Boundary country and also in the Crow's Nest through the Kootenays, the boot with the big "J" brand is becoming more and more favorably known and this year the company are contracting for about 1000 pairs of boots with the Provincial authorities for consignment to the Mental Hospitals at Essondale and New Westminster. The company specialize in the manufacture of loggers' and miners' boots, and additional machinery will soon be installed. R. B. Johnston is President and manager of the company and the board of directors are Mayor J. R. McKenzie, R. Martin, R. C. Galer, J. Rowland, D. Nicks and J. F. Foster,

Shoeman Who "Came Back"

One of the progressive shoe retailers in the province of Quebec is Fred J. Argall. He has been in his present business in Three Rivers for over nine years, and has built up



INTERIOR OF THE ARGALL STORE, THREE RIVERS

a large and profitable trade. About three years after he started, a disastrous fire visited the city and swept away many business premises. Mr. Argall was a sufferer to the extent of several thousand dollars, losing his entire capital. Four days after the conflagration he, Phoenix-like, was doing business and selling new goods. Herein is afforded an indication of the enterprise and go-ahead spirit of the man. He never allows the grass to grow under his feet. For seventeen months he did business in a little rough, one-storey structure. Meanwhile he was having a splendid new store built for him, and it possesses one of the most attractive fronts of any similar establishment in the province. The display windows are modern and artistic in every respect. Mr. Argall believes in effective publicity, not only in the matter of window trims, but in inviting premises as well. His new shoe house is sixty feet in length and twenty-two in width, and three storeys high with basement. Over the front is a large boot fitted with fifty electric flashlights. This brilliant sign overhanging the sidewalk attracts attention on all sides.

Mr. Argall is a firm believer in Canadian made goods, and handles them exclusively, for both the feet and hands, as he deals in gloves, mitts, etc., as well as covering for the feet. "I find that I can satisfy every demand with well made and stylish Canadian products, and I do not need to go across the border to obtain what I want. I also run a good repair shop and find the same very profitable, both in itself and as a trade puller," he added.

"You ask me how I get rid of odds and ends and whether I ever hold bargain sales. I may say that I have never had a reduction or clearance sale, as I can always get rid of the out-of-date lines. I have a very mixed trade, and have to carry ranges to suit all classes of people—the city folk, the country cousin, the bushwacker and the river driver. I find that it pays to be frank and courteous to all. I make no distinction whatever. By sizing up a customer and using a little discretion one can always get rid of old styles. I do not believe in duplicity or any two-handed tactics. When I am showing a shoe that is out of style, I, of course, do not take particular pains to emphasize this feature of it, but, if I am asked if this is a little behind the times, I say "yes," and tell the customer frankly that we are selling it at a reduced cost for this very reason. I find that it pays to be open and above board. One should be honest, not only in the matter of handling reliable goods, but in every statement made regarding the wares that he disposes of. I advertise quite freely and find that it pays. I never try to mislead a customer in any way, and to these facts I attribute any measure of success with which I have met."



AMONG THE SHOE MEN.



J. Klippert has started a shoemaking business in Prussia, Sask.

The Union Shoe Co., Winnipeg, has sold out to F. Wolch.

Graban & Ridler have opened a shoe store in Portage la Prairie.

J. Fisher, boot repairer, has commenced business in Loughheed, Alta.

H. G. Middleton, of Winnipeg, was in Montreal and Quebec this week.

C. J. Clapp, shoe dealer, of Picton, Ont., has sold out to Spurgeon & Co.

The Western Tire and Vulcanizing Co. has begun business in Edmonton.

P. J. Hogan, U. S. M. Co. of Canada, spent a few days in Quebec recently.

C. C. Begg, Collinwood, was in Toronto this week calling upon the trade.

Everybody's Shoe Store, in Brampton, Ont., was damaged by fire recently.

Reg. Smardon, of the Smardon Shoe Co., Montreal, was in Toronto last week.

J. Hamilton, shoe repairer, 563 Logan avenue, Toronto, has sold out to P. Pycroft.

C. Adelman, formerly of Sault Ste. Marie, has started a new shoe store in Thorold.

The Metropolitan Shoe Co., dealers in wholesale shoes, Montreal, have recently registered.

The Parliament Shoe Repair, 462 Parliament street, Toronto, has sold out to J. L. Weir.

J. M. Stobo, shoe manufacturer, of Quebec, spent a few days in Toronto last week on business.

James Ramsay, of James Ramsay & Co., Edmonton, is visiting the larger Eastern shoe centres.

Jas. F. Clark, of Clark Bros., St. Stephen, N.B., was a visitor to Montreal during the past week.

W. G. Damer, of F. J. Weston & Sons, Toronto, is covering Western Canada on his usual Fall selling trip.

E. J. Coldwell, of Lynn Last Co., Lynn, Mass., was in Toronto last week calling upon shoe manufacturers.

S. D. Wilson, buyer of the Hudson Bay Co., Vancouver branch, was in Montreal, Quebec and Toronto recently.

Pringle, Stark & Co., of Huntingdon, Que., have recently moved into their handsome and well equipped new block.

A. H. Randall has removed his repair shop from Malone's to the rear of the Parott Shoe Store in Moose Jaw.

C. A. Davies, of Blachford, Davies & Co., Toronto, was ill for several days with the grip, but is able to be around again.

J. S. King, of the Relindo Shoe Co., Toronto, was a recent visitor to Boston and other Eastern shoe centres on business.

C. A. Trayers, of Ames-Holden-McCready, Limited, foreman heeling room, No. 2 factory, is spending a few days in Boston.

Geo. Ryan, vice-president, and Geo. Barrett, buyer, of Thos. Ryan & Co., Winnipeg, were in Montreal and Toronto last week.

The corporate name of the Winn Company, Limited, of Perth, Ont., has been changed under the provisions of the

Ontario Companies' Act to the Perth Shoe Company, Limited.

The capital stock of the Edmonton Leather and Shoe Co., Limited, Edmonton South, has been increased to \$150,000.

The U. S. M. Co., Montreal, have installed a Goodyear shoe repair outfit in the establishment of M. Grandchamps, Joliette, Que.

A winding-up order has been granted in the case of the United Co-operative Stores, Limited, of Montreal, who handled shoes.

A. Meyers, of the Meyers Shoe Co., Montreal, was in Toronto this week on his return from a business trip to Winnipeg.

The United Shoe Machinery Co. are placing extensively in Quebec district, pulling-over, lasting and heeling machinery.

John Hellyar, the veteran shoe retailer, of Bowmanville, Ont., has retired from the shoe business, having sold out to Fred Knox.

A winding-up order has been applied for in the Kreutziger Co., Limited, of Palmerston, manufacturers of trunks and leather goods.

D. Lorne McGibbon, of Montreal, who has recovered from seven weeks illness with scarlet fever was in Toronto last week on business.

Hon. E. J. Davis, of the Davis Leather Co., Newmarket, Ont., has returned from a business trip to Boston and other eastern leather centres.

E. P. Mullarky, superintendent of the Wm. A. Marsh Co., of Quebec, was in Toronto this week on his way to Boston and other centres.

O. Vanier, foreman of finishing room, Ames-Holden-McCready, Limited, No. 2 factory, Montreal, has resigned and returned to Haverhill.

Geo. P. Balfre, Canadian manager of the Chicago Tanning Co., Montreal, called in Toronto this week on his way to the head office in Chicago.

H. H. Lightford, general manager of the Perth Shoe Co., Perth, Ont., spent a couple of days in Montreal last week on his return from Boston.

The premises of the Sommerman Shoe Co., 182 St. Catherine street west, Montreal, was broken into recently and several pairs of shoes stolen.

Fred. Smaile, at present with Malone's Shoe Store, is leaving Moose Jaw for Brandon to take charge of Nation & Shewen's new shoe department.

The work of installing the machinery in the factory of the Cimon Shoe Co., at St. Jerome, Que., has commenced and is being proceeded with rapidly.

No trace has yet been found of M. P. Johnston, shoe dealer, of St. Thomas, who disappeared about five weeks ago and who has temporarily lost his memory.

J. K. Rose, of Toronto, who represents Rice & Hutchins, Inc., has returned from a two months' business trip through the Maritime Provinces. He reports trade as very fair.

Alex. Chisholm, shoe retailer, West Toronto, who is a former President of the City Boot and Shoe Section of the Retail Merchants' Association, has purchased a farm at Myrtle, Ont., which is about thirty miles east of Toronto.

Mr. Chisholm will spend the summer months there, traveling back and forth to business.

Joseph King, of King Bros. Co., Whitby, and wife have gone on a holiday trip to Detroit, Chicago, Indianapolis, Winnipeg and other centres.

Arthur Billeliffe, general representative of F. W. Whiteher & Co., Boston, is visiting the larger Canadian centres in the interests of his concern.

H. J. Cote, foreman of lasting department, Ames-Holden-McCready, Limited, No. 2 factory, Montreal, has resigned. He has gone home to Boston.

O. E. Perrault has accepted a position as window dresser with Geo. G. Gales & Co., Montreal. He was formerly with Thomas Dussault, Montreal.

B. D. Menzies, of the United Shoe Dealers, Sudbury, and H. D. Wing, of the United Shoe Dealers, Parry Sound, were in Toronto last week on business.

G. Quesnel, formerly window dresser of the old Fogarty Shoe Store, Montreal, was recently appointed publicity manager of the Lyon Shoe Store, Montreal.

Harry Dorson, for some time past stitching room foreman of the Relindo Shoe Co., Toronto, has taken a position with the MacPherson Shoe Co., of Hamilton, Ont.

The place of J. W. McConnell, who retired from the Ames-Holden-McCready Board, Montreal, some time ago, is being taken by Senator Nathaniel Curry, of Amherst, N.S.

H. L. Geene, of Ottawa, Eastern Ontario representative of Garside & White, Toronto, with which firm he has been nineteen years, spent the past week in Toronto on business.

G. J. Scott, Western representative of P. Jacobi, shoe store supplies, 5 Wellington street east, Toronto, has returned from an extended business trip throughout the Canadian West.

A permit has been issued for a new Hudson's Bay company departmental store in Vancouver. The cost of the structure will be in the neighborhood of half a million dollars.

The Relindo Shoe Co., Toronto, has started upon the Fall run and all machines in the factory are now operated by electricity, several motors having been installed throughout the plant.

Samuel G. Amero, manager of the London, Ont., branch of the Kaufman Rubber Co., was in Toronto this week. He reports having had a very satisfactory season in rubber footwear orders.

J. S. Ashworth, of Toronto, Canadian manager for Sir H. W. Trickett, Limited, Waterfoot, England, accompanied by his wife and child, is spending a few weeks in the Old Country.

E. J. Smith, who some years ago was on the traveling staff of Beal Bros., Toronto, has taken a position with that firm and is now covering Ontario north of the main line of the Grand Trunk.

The partnership in the Apex Shoe Co., Dolly Vardon Shoe Co. and Foot-Rite Shoe Co., Montreal, according to Dun's report, has been dissolved, and R. Locke is continuing the business under the same style.

The Granby Rubber Co. have closed down their works in Granby, Que., and the question of enlarging the plant will be decided at an early date. It is said that Berlin is making a big bid to get the factory.

Shoe conditions in Montreal and Quebec remain quiet, although several manufacturers state they are doing considerable sorting. Some also say that things have brightened up a bit during the last couple of weeks.

E. F. Leonard, who has been superintendent of the Slater Shoe Co., Montreal, for the past three years and is the President of the Superintendents' and Foremen's Association, Montreal, is leaving his present position early next

month. He will likely spend the summer at his home in Allerton, Mass. He is a brother of D. A. Leonard, manager of the Slater Boot Shop, Toronto.

William McLean, leather dealer and harnessmaker, one of the pioneer merchants of Palmerston, died after a recent illness that affected his heart. He was alderman on several occasions. A wife and four sons survive.

H. W. Roberts, one of the Western Canada representatives of the W. B. Hamilton Shoe Co., Toronto, was taken ill on his Western trip with pneumonia and is now at Filmore, Sask. He is getting along favorably.

The Public Benefit Shoe Co., 210 St. Lawrence Boulevard, Montreal, have purchased the entire stock of the Cut-Rate American Shoe Co., 289 Notre Dame street west, Montreal, and removed it to the store of the former.

Lieut. W. A. Moore, of Beardmore & Co., Toronto, who is connected with the 9th Mississauga Hourse, was recently gazetted as Captain. His many friends both in leather and military circles are extending congratulations.

W. P. Francis has taken over the active management of the John Ritchie Co., Quebec, factory. Mr. Francis is a man of wide experience in the shoe business and was formerly with the Emerson Shoe Co., Brockton, Mass.

Geo. Williams, of D. D. Hawthorne & Co., Toronto, who has been in the General Hospital for some time, has been removed to his home at 147 Gore Vale avenue, Toronto. Mr. Williams is making rapid progress toward recovery.

C. B. Thomas, representing Woodard & Wright, last manufacturers, Campello, Mass., was in Toronto and other centres during the past week, calling upon shoe manufacturers with several new lasts for next Spring's trade.

The shoe store at 11 Market street, Hamilton, conducted by the late P. Arland, will be continued under the management of Mrs. Arland, who will, at the end of the month, remove to stock to a new shop at 11 McNab street north.

Mr. D. Lorne McGibbon and three other directors of Goodwins, Limited, Montreal, having retired, Mr. J. W. McConnell is now president of the company, he and his associates owning the greater portion of the stock.

J. S. Ritchie, formerly superintendent of John Ritchie Co., Limited, Quebec, was in Boston recently. Mr. Ritchie is planning to sail from New York for Brazil, where he is to enter the shoe manufacturing business, it is rumored.

Waterbury & Rising, Limited, have purchased the James V. Russell building on Main street, St. John, N.B., and have commenced a great sale in which the bankrupt stock of Daniel Monahan, bought last winter, is also being cleared out.

Messrs. Berube and Dupre, of the U. S. M. Co., have returned to Montreal after setting up complete equipment for the manufacture of women's high-grade McKays in the Clark factory, St. Stephen, N. B. They report the outlook there as very bright.

A. L. Baldwin, who has nearly completed his Western trip for the U. S. M. Co. of Canada, reports conditions as exceedingly dull, although he has recently placed complete Goodyear shoe repair outfits in Winnipeg, Saskatoon, Vancouver and Victoria.

A. B. Begg & Co., of Parry Sound, Ont., shoe dealers, have removed to Thorold, where they have opened up a fine store and are doing an encouraging trade. Kenny & Co. have taken the store in Parry Sound which has been vacated by Begg & Co.

Jobbers report that the shoe trade, particularly in the sorting line, was very good during the month of April and in some instances returns were ahead of the corresponding month last year. The representatives of various jobbing houses are now out with Fall samples. During the early portion of May business was regarded as rather quiet in the

sorting lines owing to the unseasonable weather and backward season. Warmer days would prove a great incentive to all lines of Spring and Summer goods.

M. C. Boulette, of Brockton, Mass., has opened a factory in the Dando Block, Ainslie street, Galt, for the purpose of manufacturing shoe uppers. He reports that he has already received a large contract from Getty & Scott, Limited, for several hundred pairs a day.

Charles H. North, shoe retailer, of Picton, son of J. C. North, who died a few weeks ago, was married on April 29th to Miss Eva Fralick, daughter of A. J. Fralick, of that town. The ceremony was performed by Rev. W. H. Elmsley, pastor of the First Methodist Church.

Following the example of Regina and Moose Jaw, the retail merchants of Prince Albert are supporting a motion that the City Council be asked to submit a bylaw to the electors providing that the clocks of the city from the end of May to the end of October be put forward one hour.

A movement is on foot among the clerks in all branches of business in Edmonton to establish a rule during the Summer months whereby all business places will close their doors at six o'clock every Saturday instead of having the half holiday on Wednesday as heretofore has been the custom.

J. A. Walker, of the Walker-Parker Co., who spent several days in Boston, Lynn, Haverhill and other cities has returned to Toronto. He reports that the manufacturers of women's shoes in these centres are not rushed with business, and the majority of the factories are only operating part time.

A new industry which has been secured for Regina is the Western Tire and Rubber Goods Co. Within the next two months a factory will be erected, the proposed cost of which is \$175,000. A company has been capitalized at \$1,000,000 and several local men are interested. The factory will employ from 300 to 500 hands.

On the occasion of the recent visit of the Duke of Connaught and Princess Patricia to Chatham, Ont., thousands joined in the welcome. Mayor McCorvie and Ald. Geo. W. Cowan rode in the first car of honor with the distinguished guests. Mr. Cowan, who is a former mayor of Chatham, is one of Ontario's leading shoe retailers.

Christie Grant Co., Limited, is the name of a new mail order house that has been recently organized. It is officered and manned very largely by ex-employees of the T. Eaton Co., Limited, and substantially backed by some of the most prominent financial men of Winnipeg.

Chester McLure, of the Charlottetown Rubber Co., Charlottetown, P.E.I., O. J. Killam, of Truro, N.S., who is

the representative in the Maritime Provinces for the Kaufman Rubber Co., and Charles Major, who is in charge of the Fredericton branch of the same company, under Mr. Killam, were in Toronto this week on business and also paid a visit to the factory in Berlin.

It is proposed to organize and establish a Great Northern shoe factory at North Edmonton for the manufacturing of shoes of various kinds. The supply of raw material is plentiful and right at hand. The Great Northern Tannery can make the leather from the hides of the animals killed at the packing plants of the Swift Canadian and P. Burns Co., within sight of the tannery.

At the recent Horse Show in Toronto Lieut. K. D. Marlatt won the Governor-General's cup in the military class for the best performance over the jumps. Lieut. Marlatt is a son of C. G. Marlatt, Oakville, vice-chairman Tanners' Section of the Toronto Board of Trade. This is the first time that the Governor-General's cup has been won by the representative of any corps outside of Ottawa.

Fire broke out in the third storey of the Sadler-Haworth Leather Belting Company, Montreal, a few days ago and completely gutted the top floor of the three-storey brick building before it was extinguished. There was an hour of stiff fighting, amid dense smoke, and at times it seemed as if the entire structure was doomed. The stock, for the building is used chiefly as a warehouse, was practically ruined.

The petition, which is being circulated under the direction of the Retail Merchants' Association, Toronto, asking that the date for cash payment of rubbers be extended from November 10th to January 10th, is being largely signed and will be presented to the rubber companies in a few days. T. H. Bigwood, president of the boot and shoe section, stated this week that he anticipated a favorable reply from the companies.

A big touring car crashed into a small bridge over the ditch at the side of Yonge street, by the North Toronto police station, one day recently, and landed in the ditch a total wreck. The car was owned and driven by Griffith B. Clarke, of A. R. Clarke & Co., leather manufacturers, Toronto, who, with two companions, escaped injury. The front wheels were torn from the car, the front axle broken, and the engine badly damaged.

Bachrack Bros., who recently vacated their store at the corner of Albert and Yonge streets, Toronto, will soon occupy their new premises at 234 Yonge street. There will be three floors and the basement which will be used for a bargain department, there being numerous tables. The



THREE OF THE NEW FALL OFFERINGS OF THE BLACHFORD SHOE MFG. CO., TORONTO, SHOWING LATEST CREATIONS ON THE "PATRICIAN" AND "GRECIAN" LASTS, WITH FABRIC TOPS AND BROCADE QUARTERS, WITH CUBAN AND CUBAN-LOUIS HEELS



SOME NEW THINGS IN SUMMER FOOT TOGGERY

Here are three original styles in shoes. The one on the left is an outdoor shoe made of white nubuck leather, with black suede calf outside trimmings, including tip, foxing, outside lace stay and instep saddle strap, shown by the Watson Shoe Co., of Lynn.

The centre illustration is a tinkle novelty pump, patent circular vamp, long forepart, narrow recede toe last, gray brocade quarter with wood heel covered to match, upright

ornament of rhinestone with small bell suspended from centre of ornament. Shown by Hazen B. Goodrich, of Haverhill.

The shoe on the right is a woman's white buck tennis, with perforated vamp, tip, ball strap and lace stay, white sole leather and new wedge heel. It is displayed by a leading New York retail firm. Each season brings forth many novelties in the shoe arena.

main floor will be devoted to men's and women's shoes selling from \$3.50 to \$12, while the first floor up will be given over to the misses' and children's department. The fittings will be very neat and attractive and the opera chairs for the accommodation of customers will be comfortable and nicely arranged.

L. W. Hanson, of Cincinnati, Ohio, who has been fourteen years with the United Shoe Machinery Co., has been appointed manager of the Toronto office of the company and entered upon his new work last week. Alfred Haire, who has been manager for the past seven years, has been given other duties and will still be connected with the Toronto office. Additions to the staff have also been made, in both the mechanical and clerical branches.

The death took place recently in Berlin, Ont., of Mr. Edward Roos, after an illness of three weeks, suffering from gangrene poisoning. Two weeks ago his right leg was amputated at the knee. The deceased was in his sixty-seventh year, and was a native of Preston. He had been engaged in the felt manufacturing business for many years in South Bend, Indiana, and moved to Berlin five years ago. He is survived by his wife, one son and four daughters.

A. Brandon, of Brandon Shoe Co., Brantford, reports that Fall orders are keeping pace with those of this time last year and prospects look bright for the balance of season. He believes retailers should sort up well and keep their shelves well filled as leather is still advancing and hides are scarce and high in price. The Brandon Shoe Co. have just finished stock-taking and started fully on their Fall run. Last year's business was the largest in the history of the firm.

A special edition was recently issued by the Berlin News-Record in which the various industries of that enterprising city were referred to at considerable length. Among the illustrations appeared cuts of A. J. Kimmel, of the Canadian Consolidated Felt; Harry D. McKellar, of the McKellar Shoe Co.; N. B. Detwiler, of the G. V. Oberholtzer Co.; Chas. A. Ahrens, of Chas. A. Ahrens, Limited; Geo. Rumpel, and many others prominently identified with the shoe and leather industry. Appreciative references were made

to the McKellar Shoe Co., the Ahrens Shoe Factory, Berlin Trunk and Bag Co., J. Hessenauer & Sons' shoe store, and other industrial and mercantile establishments. The edition was certainly a credit to the publishers and ably reflected the energy and progressiveness of Berlin.

Clarke & Clarke, leather manufacturers, have removed their Toronto warehouse from 52 Bay street to larger and more convenient premises at number 63 Bay street. In their new warehouse the company will carry a full range of colored and black sheepskins and skivers for all trades using these leathers, as well as many other kinds for the upholstering, traveling goods, bookbinding and other requirements. Clarke & Clarke have recently added a large amount of new equipment to their plant.

Caught in the middle of the G.T.R. bridge, George Staton, an employe of the Weston Shoe Company, Campbellford, was hurled to his death in the Trent River a few days ago by being struck by a freight train. Mr. Staton who had only recently gone to Campbellford from Toronto, was walking over the track from the factory to his boarding house to save a few minutes' time. He had got well on the bridge when the train rushed along and struck him before it could stop, throwing him into the river.

A correspondent of the London Times writes: "It is somewhat curious that there is still a widespread belief in the danger of the production of plantation rubber outstripping the consumers' demands. There seems to be in reality no such danger, at least until the present planted area has been largely increased and the increased area brought into bearing. And as no large increase in planting is at present taking place, or likely to take place for a long time to come, this question is practically shelved for the next ten years."

The intake of raw material at the Great Northern Tannery includes hides from the nearby packing plants, tallow from the local plants, lime from the lime kilns of Alberta, salt from the East (sometimes yet perhaps from the undeveloped north country), and chrome from the United States. A carload of chrome is used in tanning about 3,000 hides. The output of the Great Northern Tannery at Edmonton is partially used by the Great Northern Harness Co. The

balance is shipped to harnessmakers, shoemakers, and other users of leather in Alberta, British Columbia, Saskatchewan, Manitoba and even as far as Toronto and Chicago.

Beardmore & Co., leather manufacturers, Toronto, have taken space in the Mechanics' Building and will make a fine exhibit of sole leather at the big seventh National Shoe and Leather Market Fair in Boston from July 8th to 15th. The special Canadian Day will be observed on Monday, July 13th, and it is expected that the number of visitors from Canada will be very large. Special arrangements are being made for their entertainment. The Market Fair this year promises to be the greatest attraction and success ever held in its line.

A.R. Kaufman, manager of the Kaufman Rubber Co., Berlin, and Mrs. Kaufman, sailed from Boston last week on a trip to Europe. After landing at Naples they intend visiting most of the European countries, and also England, Scotland and Ireland, returning home about the end of July. While the trip is partly one of pleasure, Mr. Kaufman intends to see some of the larger European houses from whom the firm buy supplies, and thus his visit will be one of benefit to the company as well as of pleasure to Mrs. Kaufman and himself.

Newspaper advertising was endorsed by the Retail Shoe Dealers' Association at a meeting held in Philadelphia, Pa., recently. The speakers concurred in the idea that advertising in a reputable paper gives dignity to their trade. This, they thought, was an important factor and should be encouraged at all costs. They cited instances of businesses all over the country that had largely been built up by advertising incessantly. It is, they agreed, the sure rock of modern commercialism, for the greatest business houses in the country have adopted this method of trade improvement all over the land.

Carl Freudenberg and his son Victor, of Weinheim, Germany, were in Toronto last week on business with the Canadian representatives of the firm, C. Parsons & Son. This was the first visit of the great German tanner to Toronto. While here he was driven about the city by C. Parsons, sr., who is now in the eighty-sixth year of his age, being the oldest leather merchant in Canada. Mr. Freudenberg was greatly taken up with his visit to Canada and carries back with him to his immense industry a very favorable impression of the Dominion.

F. Blouin, corner Colomb and Nelson streets, Quebec, has resumed the manufacture of counters and will in future specialize in the raw hide fibre goods. It is intended to turn out a counter of the highest quality, and to give a guarantee that every pair will outwear the shoe. One of his chief motives, Mr. Blouin states, in resuming counter manufacturing, is to keep that trade in Canada. At the present time some of this business goes to American houses, when it could be much more easily secured by Canadian firms who can offer many advantages unobtainable when counters are purchased from across the border.

W. J. Heaven, Toronto, manager of the Anglo-Canadian Leather Co., has returned from an extended trip through the Maritime Provinces, going as far as Halifax. Business down East is rather quiet at present and many representatives of Western firms, owing to the good times which prevailed in the Maritime Provinces last season, have sent their representatives down there looking for orders. The result is that the merchants have been inundated with travelers. Mr. Heaven closed a large contract with the Amherst Boot and Shoe Co., of Amherst, for a supply of sole leather.

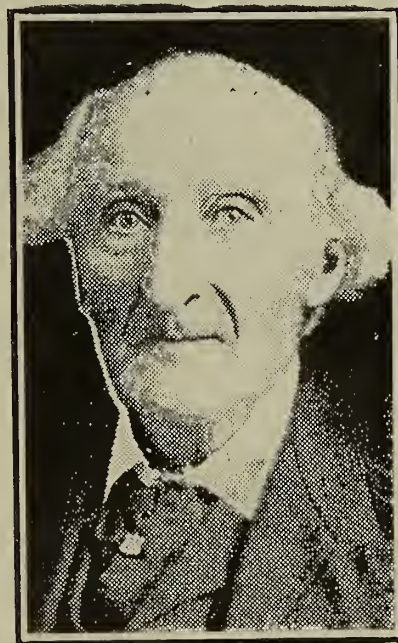
One of the most brutal murders ever committed in Quebec City was that on May 10th, when Miss Marie Blanche Dubois, age nineteen, was beaten to death with a

shoemaker's maul in the rear of the shoe store conducted by her and her brother. At about ten o'clock in the morning the bell at the private entrance was rung. Miss Dubois answered the summons and coming upstairs told her mother that there was a man who wished to change a pair of shoes. The young woman took the key to open a door from the private entrance to the store. As she did not return in half an hour her mother called for her. There was no reply and, on descending, the mother opened the door leading to the repair shop in the rear and found her daughter lying in a pool of blood. The left side of Miss Dubois' head behind the ear had been crushed in.

William Harris, founder of the Harris Abattoir Co., and one of the leading men identified with the live stock industry in Canada, died on May 11th in his 67th year, after an illness of several months. Prior to coming to Canada he learned his trade as a butcher in London, Eng., and shortly after arriving in Toronto he started a butcher's supply business. Some years later he engaged in the handling of live and dressed hogs and other live stock. Sixteen years ago he erected on Strachan avenue an up-to-date abattoir. This was operated by the company, which organization was known as the Harris Abattoir Co., Limited. The

A Shoemaker 104 Years Old

Joseph Mantell, of Toronto, who celebrated his 104th birthday this week by digging in his garden, is hale and hearty. He left London, Eng., in a sailing vessel seventy-seven years ago for Toronto and is a shoemaker by trade, retiring when he was 96. He is proud of the fact that he made a pair of boots for Sir Francis Bond Head, Lieutenant-Governor of Upper Canada, a trifle over 76 years ago. "Yes," he said, "I could have made a lot of money in real estate in those days. I was offered the block upon which



Eaton's now stands for \$30, and I could have got lots of land further out for nothing. However, I am not the only one who made mistakes in this respect," said Mr. Mantell, who is to-day a marvelous example of sturdy old age. Each day he cultivates his garden and grows his flowers and vegetables absolutely unaided. He reads the newspapers diligently, and has never used glasses.

firm recently established a large new plant in West Toronto. Mr. Harris was also a partner in the firm of W. Harris & Co., and a director of the William Davies Co. He was interested in farming and raised large quantities of live stock. A man who was honorable and upright to the core, he had a kindly disposition and possessed splendid business ability. He leaves a wife and family of nine children.

The contract has been let to the Lyall Mitchell Co. for a handsome new warehouse for the Ames-Holden-McCready company in Winnipeg, Man. It will cost \$100,000. The ground area of the building will be 99 x 132 feet, and it will be located at the southeast corner of Adelaide and McDermot avenues, in the Prairie Capital. The building will be erected of brick and stone, six storeys in height, and will be of mill construction. It will be equipped throughout with a sprinkler system.

The German Society in connection with the Shoe and Leather Fair is sending out at the present time a prospectus concerning the German Shoe and Leather Fair to be held in Leipzig, August 30th to September 2nd, 1914, which, as is known, is being arranged by the council of the town of Leipzig, and is in connection with the world renowned Leipzig Fall Sample Fair and Autumn Leather Fair. In former years the enterprise attained great success and many visitors were in attendance. The prospectus contains much useful information regarding the Fair, which, while advancing the interests of the inland trade particularly, serves also the demands of the export trade. The business office of the Germany Society in connection with the Shoe and Leather Fair is at 13-17 Senefelder street, Leipzig, Germany. It is expected by 1915 that great developments will be made, when the fine large rooms of the municipal exhibition hall will be at the disposal of the organizers of the exhibition.

SALE OF RUBBER SOLED SHOES

The lower price of crude rubber and the increased price of sole leather has apparently had a tendency to increase the use of rubber soles and heels by shoe manufacturers. A steadily increasing number of concerns are manufacturing these products, and added expenditure for advertising is also educating the public to ask for shoes made with them. Rubber soled shoes with leather insoles make ideal footwear for comfort, and with improved methods of manufacturing and lower costs of raw material, rubber soles and heels are now produced of a quality that gives reasonable service for the price.

A NEW HEEL FINISH

"A new heel finish for heels has made its appearance. It is called Louis Heel Finish by the manufacturer. Heels finished with it have the appearance of a celluloid covered wood heel. This finish is applied and the heel finished in the usual manner. The result is a heel of remarkable gloss and finish. Checked heels, scratches and other similar troubles are entirely obviated by this method," says an exchange. "The finish, when applied, is almost indestructible. Ordinary dents and scratches are impossible. This material is also waterproof. It will make absolutely no difference whether the heel is in temper or not when finished. It is made in various colors to match the color of forepart edges and uppers. The cost is about the same per case of shoes as the wax finish. With the new method of making Louis heels with the regular combination heel of leather and pulp, and using this finish, a heel can be put on cheap and medium priced shoes that rivals the wood heel in both beauty and wear, at a cost far below that of the wood heel. Several shoe manufacturers are using this finish with splendid results."

NEWSY NOTES FROM QUEBEC

J. Davis has taken charge of the fitting room in the John Ritchie Co.

The Rock Shoe Co. and Lachance & Tanguay are taking stock at present.

Jos. Chouinard, accountant for J. B. Drolet, Limited, has bought a fifteen horse power gasoline launch, which he will take to Lac Sargeant, where he spends the Summer months. The launch is one of the fastest that will be seen on the lake.

L. Letellier, sales manager of the F. F. Dalley Co., Hamilton, was in the city last week calling upon the trade.

E. A. Slee, Quebec representative of the Robson Leather Co., of Oshawa, has removed his sample room to number 61 St. Valiere street.

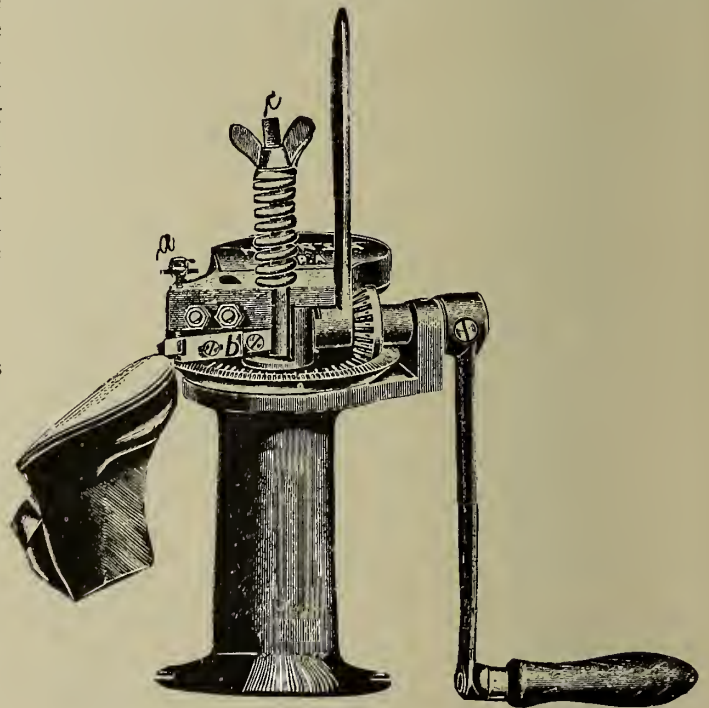
J. A. Steel, foreman of the cutting room of the Wm. A. Marsh Co., Limited, has resigned to take charge of the cutting room in the Solid Leather Shoe Co., at Preston.

Among those in town last week were: A. C. Parker, of Parker's Limited, Montreal, and G. W. Milzener, of Cotton Threads, Limited, Montreal.

W. A. Marsh, of the W. A. Marsh Co., Limited, who has been ill during the Winter, is rapidly recovering and was able to pay a visit to the factory last week. He was given a cordial reception by his employes as his presence was a complete surprise after such a long absence. Mr. Marsh has purchased a fine automobile and intends enjoying himself during the Summer.

NEW SOLE CHANNELING MACHINE

Practical, useful and simple is the sole channeling machine, "Bodo," which is being handled by C. Parsons & Son, 79 Front street east, Toronto. This machine is small and takes up very little space. Among the advantages which it possesses is that it cuts and opens the channel in one operation, and also that it channels the sole on or off the boot.



It is also instantly adjustable to channel any depth and takes any width of welt. The rotary gear action ensures smooth running and ease in rounding the toe. The machine can be fixed strongly to any table and has a screw to adjust the knife and is operated by a handle. Each machine is guaranteed to do excellent work and is taking splendidly with the trade.

HOW TO STIMULATE THE SHOE TRADE

What are the present trade conditions in New York City and other cities? Everyone asks how business is and it seems that everyone answers "rotten," writes A. A. Daoust.

But, after all, is business as bad as merchants make out it is. I think that, in a great many cases, people give this reply to derive sympathy or something else. I have found that after questioning some they will inform you that business is as good as last year at this time or a little better, but they declare that they should be doing a great deal more



WOMAN'S PATENT LEATHER, PLAIN RECEDING TOE, CLOTH UPPER, CUBAN-LOUIS HEEL. CARRIED IN STOCK BY D. D. HAWTHORNE & CO.

than they are. Quite true, it is only progressive to feel that you should be doing more than you are, but any dealer who is doing nearly as well as he was last year is fortunate. If most merchants did not lose their nerve so easily and begin to feel that nothing can be done to improve business, no doubt matters would be better, but simply because things are not just as they should be they fall asleep, just when it is more important than ever to do everything possible to stimulate trade. Everyone will admit that things are upset and conditions bad, but they can be altered and it is only by persevering that the state of affairs will improve.

These hard struggling times will accomplish a whole lot of good in spite of any harm they are doing. Everybody is a little spoiled by too much progress. The results generally are that when one is too successful he is usually careless in buying, advertising and managing. The consequences are very often that when a reverse comes he usually finds out his mistakes and eventually it teaches him a lesson.

Things are bad and have been bad, but the dealer is bound to see them improving very soon, and he is in good shape. He has been cleaning out his stock for the last year, he has cut down his running expenses as much as possible, and he has found out in lots of cases that he was spending too much money to run his business. He has probably also found out that although he was doing a whole lot of advertising it was not of the proper kind.

Hardships are not such a bad thing once in a while. They teach everyone something and a man should never feel so big that strenuous times cannot teach him anything, because we must all learn.

What is deplorable is how hard some are taking it. Some are so down in the mouth that they imagine that the end has come. They simply are waiting and doing nothing whatever to put a little ginger in business.

Things are bound to become good again, as it will be found that stocks are low. Merchants have been so careful in buying, they will have to buy more goods or close down. Something new must be had to brighten things up, and consequently the more footwear bought the more factories there

will be running, and money will start circulating as in the past.

One reason why business has been worse than it should have been is on account of the extreme weather which we have had. Weather such as prevailed in February and March was never known to improve any business.

So cheer up, Mr. Dealer, for you are not going to close up. Do a little thinking, advertise carefully, study your ads, make a thorough inspection of your stock—clean out anything you do not want; sell it at a sacrifice. It is better to do that than to keep the footwear. Realize your money; you can use it just now. There was never a better time to try to get cash, but do not fall asleep.

Study your windows; put forth special efforts to make them draw the people. Do your utmost. You have got to if you want to win, but whatever you do don't snooze. Good times are coming back. If your stock is nice and clean just imagine your shelves full of new things and business the same as formerly. It is bound to come. People will wear shoes. If they have been trying to make the old ones do, it will soon be time for all the old ones to be cast aside.

Styles as well as the times just now are very conservative, therefore you should not be stuck with your stock. Cheer up! The world is not upside down.

APPOINTED DISTRICT MANAGER

Hugo Wellein, of Winnipeg, has been promoted from the position of office manager for Canadian Consolidated Rubber Co. to that of district manager. He is well fitted both by experience and ability to successfully carry out his new duties, being a splendid executive head and having a practical knowledge of rubber footwear in all its branches. Mr. Wellein was born in Bridgeport, Ont., thirty-one years ago. At an early age he went with the Berlin Rubber Co. as errand boy. It was not long before he was at the books learning accounting and financing. In 1904 he



joined T. H. Rieder in the formation of the Merchants Rubber Co., being in charge of the office. Four years later he was appointed secretary-treasurer of the company, which position he held until 1910, when he was promoted to the general sales department of the head office of the Canadian Consolidated Rubber Co. in Montreal. A little over a year ago Mr. Wellein was made office manager of the Winnipeg division. His recent elevation to the post of district manager has been well and faithfully earned.

THE DIVERSITY IN HEEL STYLES

At no time, in the memory of the oldest shoemaker has there been such a diversity in heels. Among the many styles being shown this year are the Cuban Louis, spool, Quaker, kidney, half-Louis and the Cupid or heart heel, so-called, on account of its shape.

The invention of a machine for giving the Louis heel effect on the breast has made it possible to use the ordinary combination heel in the making of these various new styles.

This has been a great boon to the manufacturer of cheap and medium priced shoes as it makes it possible to put these new style heels on his shoes with but a small advance in the selling price.

The importance of style in footwear was never greater than it is at the present moment. The story of the lady



INTERIOR OF THE ATTRACTIVE INVICTUS BOOT SHOP,
146 PEEL ST., MONTREAL

who wanted the latest style hat, and was asked by the salesman to wait five minutes, as the style was going to change, will soon be appearing in the joke books about heels.

There have appeared over ten new styles of heels since the first of the year that the writer knows of, and possibly there may be several more this month.

LEATHER SITUATION AND OUTLOOK

Trading in the large leather centres of the East continues more or less spotty, and there is a lack of snap to business. The larger manufacturers of shoes appear to be fairly busy, but smaller ones are still complaining to some extent. However, it is gratifying to note that during the past week some of the trade have had a little better demand for their goods, and it is hoped the improvement will continue, says American Shoemaking.

Factories are not carrying any surplus stocks of leather on hand and are, therefore, steadily in the market for small lots, but, as a rule, no large quantities are being taken. These small sales total up to a fair aggregate from week to week and are ample to keep supplies of leather at a low ebb.

Desirable weights and grades are generally wanted and bring firm rates and there is no speculation in any end of the business. Quotations are all holding up strongly.

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.

Retail Business For Sale

I HAVE two stores. I will sell you either one; both in good western cities; both the best known stores in their respective cities. Have always done good business. If you want a good business in the west, ready made, lose no time. I find two stores too hard to manage and am going to concentrate my efforts to one. Apply Box 78, SHOE & LEATHER JOURNAL, TORONTO, ONT.

CANADIAN OPENING WANTED

by an
EXPERIENCED SALES EXECUTIVE

The advertiser is in touch with a sales executive of long and successful experience, who would entertain a Canadian proposition after July 1, 1914. Good habits and the best of recommendations. Address—

I. WENDELL GAMMONS, care of The Shoe Retailer,
166 ESSEX ST., BOSTON, MASS.

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.

DUCCLOS & 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

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



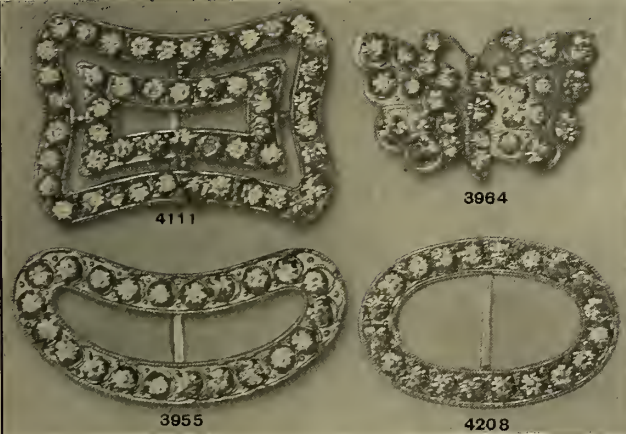
We are giving our Cut Stock special attention and stand behind every dozen sent out. Regular sizes at regular prices or revised sizes at reduced prices. None better, all cut from long process, vat tanned leather.

Your orders will be appreciated, either through your jobber or direct.

THE BREITHAUPT LEATHER CO., LIMITED

BERLIN

ONTARIO



S-D Shoe Ornaments

In original designs that have exclusive selling merit at prices ranging from 25c. to \$1.50.

25c. ~ \$1.50

We manufacture shoe ornaments either with Rhinestones or plain.

The continued popularity of ornamented footwear necessitates your seeing our line of samples.

THE SMITH-D'ENTREMONT CO., LIMITED

Exclusive Canadian Manufacturers of S-D Shoe Buckles

1475-77 QUEEN STREET WEST

TORONTO

LEATHERS YOU CAN DEPEND ON

They're the only kind we find it profitable to produce. They're the only kind you can afford to put in your boots and shoes.

ASK US ABOUT OUR UNION
SLAUGHTER AND SWEAT SOLE LEATHER

Logan Tanneries Limited

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

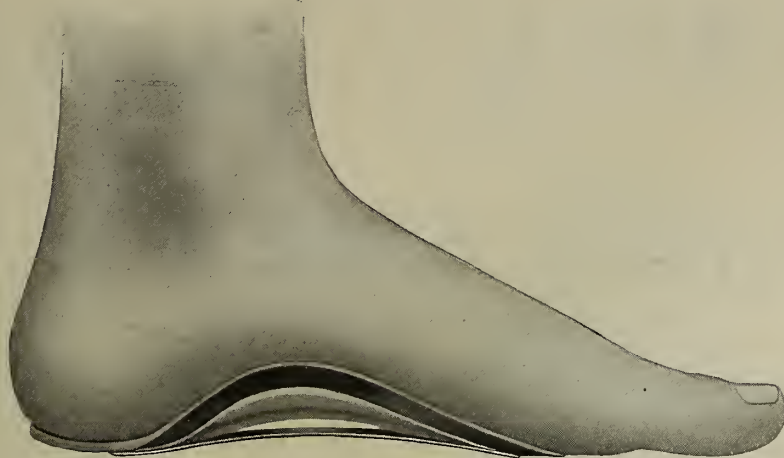
Heel Protector, Driving, Heel Compressing, Loading and Attaching Machines, Heel Trimming, Breasting, Scouring, and Finishing Machines, Loose Nailing and Slugging Machines, Cementing, Buffing and Skiving Machines, Gem Insole Machines, Eye-letting Machines, Eyelets, Shanks, Brushes, Etc.

UNITED SHOE MACHINERY CO. OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec



Scholl's Foot-Eazer

A practical, scientific appliance that instantly and permanently relieves tired, aching feet, weak ankles and other troubles caused by structural weaknesses of the feet. It is anatomically designed, and the self-adjusting, double-sliding spring feature supports the arch in nature-like, easy manner—gives a natural elasticity and springiness to the step—correctly relieves the foot muscles of all strain, and gives absolute rest to the muscles and nerves. It is adjustable to all feet and can be worn in any shoe unnoticeably or changed from one pair to another instantly

Retail price, \$2.00 a pair

SCHOLL'S BUNION REDUCER

Gives immediate relief for bunions or enlarged joints. Fits closely to the skin—excludes air—retains moisture and reduces the bunion by absorption. Scholl's Bunion Reducer is a shield made of the finest, purest rubber, very light, flexible and non-irritating to the most sensitive feet. Fits all feet perfectly—will not shift or bulge and does not require a larger shoe. Carried in three sizes, rights and lefts.

Retail Price 50c each, \$1.00 Per Pair.



THE SCHOLL MFG. CO. Limited

214 KING ST. E., TORONTO

CHICAGO

NEW YORK

LONDON

Write for Free Booklet

"Scientific
Corrections
for Ailments
of the Feet."

Get all the information
about the
SCHOLL LINE
of

Foot Appliances
and Specialties.

It'll be worth your
while.

Kant Krack Dainty Mode

RUBBERS

You Know the Kind of Service an Automobile Tire Gives---

How great are its wear resisting qualities—that's the kind of service embodied in the three famous brands of boots and lumbermen's—"Kant Krack," "Royal" and "Bull Dog."

By a Special New Process

these higher grade rubbers are vulcanized under pressure the same as an automobile tire. The component parts are thus brought together into one solid mass, thereby preventing porosity or blisters.

This new phase of manufacture, further demonstrates the marked superiority of these deservedly popular brands. That they cost no more than inferior makes, is but one of the many inducements for you to include them in your Fall rubber orders.

Ask your jobber's salesman to show you samples.

Manufactured by

**The Independent Rubber Co.
Limited**

MERRITTON

ONTARIO



Independent Rubber Co. Brands
are carried in stock and sold by

The Amherst Boot & Shoe Co., Ltd., Amherst, N.S.
The Amherst Central Shoe Co., Ltd., Regina, Sask.
A. W. Ault Co., Limited - - - Ottawa, Ont.
Garside & White - - - Toronto, Ont.
Kilgour, Rimer Co., Limited - - - Winnipeg, Man.
The J. Leckie Co., Limited - - - Vancouver, B.C.
The London Shoe Co., Limited - - - London, Ont.
McLaren & Dallas - - - Toronto, Ont.
James Robinson, - - - Montreal, Que.





No. 160



No. 65

The Best Patrons of Your Store Demand Williams Shoes

Undoubtedly those people with whom it is most profitable for you to do business are the men who work.

Railwaymen, farmers, mechanics—in fact, all classes of artisans—are men who require *real, satisfactory* service from their shoes.

And no shoe on the market so nearly approaches their ideal as the Williams Shoe

Made in a wide variety of attractive shapes and sizes, the Williams Shoe will enable you to most satisfactorily meet the requirements of the most profitable branch of your trade.

Why not let us fill your Fall 1914 Orders?
Our travelers are out. Wait for them.

WILLIAMS SHOE LIMITED
BRAMPTON, ONTARIO



THE Ritchie Shoe

Your Guarantee
of Quality

Goodyear Welts

FOR MEN, WOMEN, BOYS, YOUTHS AND LITTLE GENTS
OUR SPECIALTY

We put the finest materials and workmanship into every shoe
before we put the stamp on the sole.
And our service is prompt.

The John Ritchie Company, Limited
496 St. Valier St. Quebec

THE
WM. A. MARSH CO.
LIMITED

*Manufacturers of
Fine Boots and Shoes*

QUEBEC



MAKERS OF

HIGH-GRADE SHOES FOR
MEN AND WOMEN

Write us for further particulars

L. GAUTHIER & CO. - Quebec

Order This **Raw-Hide Fibre Counter**
For your
next run.

Guaranteed to
outwear the
shoe. None but
the very best
material is used
in its manufac-
ture.



F. BLOUIN

CORNER OF COLOMB AND NELSON STREETS : 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,
CHROME VEALS AND SIDE LEATHERS

VELOURS, GUNMETAL, DULL AND BOX FINISH

Sales Room:
149 St. Valier Street

QUEBEC

Works:
Limoilou, Que.

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



Your Guarantee of Quality

Th. Mayer

Buy your SANDALS in Canada and Save duty—Made to Wear—Goodyear Stitched.

Stitchdown Sandals

Exclusive Specialty

Th. Mayer, 624-626 St. Paul St., Montreal

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

Phone College 8241



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

Ontario Representative: W. J. BAGGS, 638 Shaw St., Toronto

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

OFFICES, LABORATORY AND SAMPLING ROOM

227-229 FULTON STREET

NEW YORK, N.Y.

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"Altera" Embossing Machine

built by the

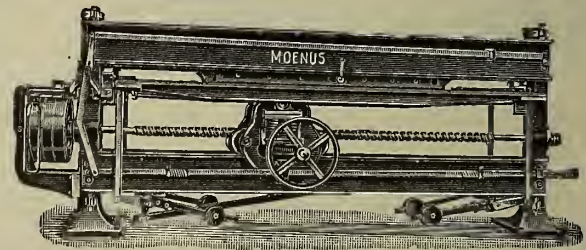
MOENUS MACHINE COMPANY, Frankfurt a.M., Germany

Another testimonial that
speaks volumes.

Newark, N.J., July 21st, 1913

MOENUS MACHINE COMPANY,
Frankfurt, a.M., Germany

Gentlemen,—



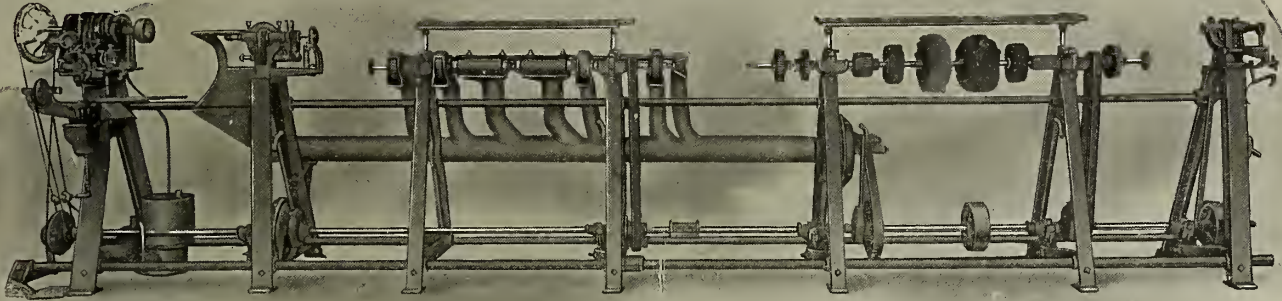
I am in receipt of your recent communication in reference to my large and small Altera Embossing Machines, and in reply wish to say, that the work they are turning out is exceeding my expectations, and I do not believe there is another machine in the market that can compete with them, and I can cheerfully recommend them to any one intending to do fine work.

Yours very truly,

(Signed) CHAS. NIEDER,

225-233 Emmett Street, Newark, N.J.

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY

OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



Doctors
ANTI-SEPTIC
SHOE
PAT 1908 1909
NON
PERSPIRO

PROFITABLE because POPULAR

The dealer with an eye to future business, cannot afford to overlook the claims of the Doctors and the Professor shoes for a prominent place in his Fall Stock.

On past performances alone these lines merit recognition. The consistent high quality in conjunction with the remarkably low prices, have made them exceedingly popular with the average man.

And the average man is a customer whom it is both pleasant and profitable to serve.

Are these lines included in YOUR Fall Stock?

The Tebbutt Shoe & Leather Co., Limited
THREE RIVERS, QUEBEC



THE
Professor

PAT. NO. 119409
GOLD CROSS
SHOE

Founded 1888

TORONTO

JUNE 1, 1914

THE SHOE & LEATHER JOURNAL

PUBLISHED · TWICE · A · MONTH

Articles Well Worth Reading

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Should Employ to Get
Rural Trade

How Many Leading Retailers Are
Improving the Fronts of
Their Stores

Business Getting Plans and Voting
Contests Conducted by an
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Some Timely Suggestions on Bank-
ing and Financing For
Average Dealer

Designating a Shoe Stock by the use
of a Number System—
Its Advantages

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.



FOR
**PATENT
LEATHER**



There is nothing to equal

**“NUGGET”
BLACK
CREAM**

Softens and preserves the leather.

Put up in handy screw top jars
to retail at 15c.

Samples and prices sent on request

The Nugget Polish Co Limited

9, 11 and 13 DAVENPORT ROAD, TORONTO, ONT.

Get Your Summer Lines from My BIG IN-STOCK DEPARTMENT

- ☞ It's now time for you to be seriously thinking about getting your Summer goods in good shape. During the next two months the demand for oxfords, canvas shoes and other lightweight footwear, will be at its height.
- ☞ Every day of those two months you can turn to profitable advantage if you make your selections NOW.
- ☞ Send me a list of the sizes you are short of and let my **In-Stock Department** help you reap a good share of the season's profits.

JAMES ROBINSON

182-186 McGill Street, - MONTREAL

THE VIRGINIA SHOE

FOR WOMEN

A trial will convince you, as it has convinced other dealers, that the VIRGINIA SHOE, Goodyear Welt, is the most profitable, and offers THE BEST VALUE at

\$2.75

of any woman's shoe on the market to-day.

Best sellers carried in stock at our factory.

Write for illustrated stock sheet.

PERTH SHOE COMPANY Limited

Manufacturers of Women's Welts Exclusively

PERTH, ONTARIO

IT WILL PAY YOU
TO SELL
AND RECOMMEND

FLEET FOOT

SHOES
FOR
EVERY SPORT
AND RECREATION

Canadian Consolidated Rubber Co.
LIMITED
MONTREAL, P.Q.

28 Branches Throughout Canada



Does not this Gaby Pump aptly illustrate the result of that discriminating selection of advance styles which has contributed so much to the reputation enjoyed by BELL Shoes?

J. & T. BELL Limited

MONTREAL, CANADA

MAKERS OF HIGH-GRADE FOOTWEAR

and Sole Makers of the Dr. A. Reed Cushion Shoe



*The name that
sells the shoe—*
“CLASSIC”

You'll find it mighty convenient and profitable to have the “Classic” reputation behind your ladies' shoe stock.

The name “Classic” is so well known with the majority of your customers, that selling this popular brand is merely meeting a demand.

We illustrate herewith a few new styles which demonstrate the marked individuality of our designs.

Attractive styles, good wearers, very reasonable prices, sure sales, substantial profits, are specific reasons why you should stock and sell the “Classic” shoe.



*Our Misses' and
Children's Lines
are well worth
investigating*



Getty & Scott
Limited

Manufacturers of “Classic” Shoes

Galt - Ontario

MONARCH, BRANDON and Dr. BRANDON SHOES

Famous Shoes for Men

What is Profit?

$$\frac{\text{Value}}{\text{Number of Lines}} + \text{Turnover} = \text{PROFIT}$$

The above brands give the maximum profit

Because They are the greatest values on the market. They are made in a factory where nothing but men's shoes are made. We couldn't offer you such exceptionally high values at the prices, if we didn't concentrate our efforts on this one line.

Because The "Monarch," "Brandon" and "Dr. Brandon" are made in a wide variety of attractive, sensible models. They cover the men's field so well that the requirements of this particular branch of your trade can be well catered for.

Because OUR 21 DAY SERVICE enables you to turn over your stock quickly and often.

Prove the profitableness of the "Monarch," "Brandon" and "Dr. Brandon" shoes by ordering a few sizes for stock.

The Brandon Shoe Co., Limited
BRANTFORD, CANADA

SEVENTH NATIONAL
Shoe and Leather Market-Fair

Mechanics Building, Boston, Mass.

ONE WEEK, JULY 8-15, 1914



Come to Boston

and take part in the
 observance of

CANADIAN DAY

at the Fair

Come to Boston

and see the finest collection of shoes,
 leather and supplies, that has
 ever been gathered together
 under one roof.

Superintendents' and Foremen's Day

Saturday, July 11th, will see the largest gathering of shoe factory superintendents and foremen that has ever been held. There will be an International Convention and special attractions for these men.

Spend this week in Boston

No matter what you plan otherwise, be sure and attend this great gathering of shoe and leather men in Boston. You will meet hundreds of men engaged in a similar business as yourself and the interchange of ideas is sure to result beneficially to you.

Come down and see the latest methods and machines for shoe and leather manufacture.

Boston is a hospitable city and especially so when filled with shoe men. Low round trip rates on rail and steamship lines.

Jacobsen Publishing Co. - Managers

183 ESSEX STREET, BOSTON, MASS.

136 W. Lake Street, Chicago

2 Stone Street, New York

415 Arch Street, Philadelphia

Publishers of "Hide and Leather"

SEVENTH NATIONAL Shoe and Leather Market-Fair

Mechanics Building, Boston, Mass.

ONE WEEK, JULY 8-15, 1914



The Seventh National Shoe and Leather Market-Fair is to be an even greater success than any previous shoe and leather exposition, and will be held on the same dates chosen by the New England Shoe and Leather Association for their International Shoe and Leather Week.

Well Located Spaces \$125 to \$288
WITH ALL NECESSARY EQUIPMENT

The equipment varies somewhat with the character of the exhibit, but all equipments are the same for similar classes of exhibits.

There is no other really necessary expense

Exhibitors are furnished with all the necessary equipment to conduct their exhibit in a satisfactory and successful manner. Sign, lights, show cases or display racks, desk, chairs, table, decorations, floor covering, locker, janitor service and night watchman are all provided by the management.

Shoe Manufacturers

may obtain spaces all equipped as above and ready for their exhibit, for \$125, \$180 and \$288. Diagrams showing available spaces now ready.

Findings and Supplies

Good spaces for the exhibition of findings and shoe factory supplies of all sorts may be had for \$125 to \$180, including all necessary equipment of space.

Tanners' and Machinery

spaces may be had with or without power and to suit the varied needs of the exhibitor at prices from \$125 to \$344. This price includes standard equipment as above.

Apply for Space NOW and Secure Good Location

Jacobsen Publishing Co. - Managers

183 ESSEX STREET, BOSTON, MASS.

136 W. Lake Street, Chicago

2 Stone Street, New York

415 Arch Street, Philadelphia

Publishers of "Hide and Leather"



It Is Easy to Sort Up With the Assistance of Our In-Stock Depart- ment—

¶ If, like many other retailers, you have allowed your stock to run very low, a letter to us, stating your wants, will have the shoes on their way to you in short order—thanks to our very efficient IN-STOCK DEPARTMENT.

¶ Hence there is no necessity for you to turn away customers because you are out of sizes or lines. From our complete In-Stock range you can sort up **promptly**. Just bear the Ames-Holden-McCready In-Stock Department in your mind. It is at your service when necessary.

¶ One trial will prove its value to you.

Ames-Holden-McCready LIMITED

Montreal
Calgary

St. John
Edmonton

Toronto

Winnipeg
Vancouver

You owe it to Yourself Mr. Jobber

to see the new Clark line of ladies' high-grade McKay shoes, and when you have actually seen a few of our samples you won't be satisfied until you get a good selection in stock.

The CLARK Line

The Clark line includes a wide variety of brisk sellers

To retail at \$3.00, \$3.50 & \$4.00

stylish, but not freakish; comfortable, but not clumsy—shoes that give the maximum service and all round satisfaction.

This is a splendid line of staple shoes, Mr. Jobber, that most adequately fills the requirements of those people who will eventually wear them. By studying the needs of these people you are naturally putting yourself in right with the shoe dealer, all of which leads to your good profit.

See the many new attractive patterns
our salesman will show you.

CLARK BROS., LIMITED

Making Exclusively for the Jobbing Trade.

ST. STEPHEN, N.B.



Get Your Stock of Tennis Shoes from the Independent Line

With the outdoor sporting season at hand, it behooves the dealer to get his stock of Tennis Shoes in good shape, ready to meet the demand that is sure to come his way.

A well assorted stock taken from the Independent line, will enable the dealer to most satisfactorily cater for this demand.

Full stocks, well distributed, goods that are in every way to be thoroughly relied upon, offer you exceptional opportunities to corral the bulk of the Tennis Shoe business in your vicinity.

But you must place your orders right away. We guarantee prompt deliveries.

Manufactured by

The Independent Rubber Co. Limited

MERRITTON - - ONT.

=====
Your Order to
any of these agents
will receive prompt
and careful attention.
=====

The Amherst Boot & Shoe Co., Ltd., Amherst, N.S.
The Amherst Central Shoe Co., Ltd., Regina, Sask.
A. W. Ault Co., Limited - - - Ottawa, Ont.
Garside & White - - - Toronto, Ont.
Kilgour, Rimer Co., Limited - - Winnipeg, Man.
The J. Leckie Co., Limited - - Vancouver, B.C.
The London Shoe Co., Limited - - London, Ont.
McLaren & Dallas - - - Toronto, Ont.
James Robinson, - - - Montreal, Que.

=====
Your Order to
any of these agents
will receive prompt
and careful attention.
=====



When Shoe Sales are Light, Repair Work May be Heavy

Keep Business Humming
with a

GRITZNER HAND SOLING SEWING MACHINE

Go after repair work with the same vim and vigor you put into selling shoes and help yourself to bigger profits.

The Gritzner Hand Soling Sewing Machine is the quickest and most efficient machine for its purpose on the market.

\$85.00 net spot cash or

\$25.00 cash and \$10.00

Monthly instalments totalling - \$95.00

Write for booklet giving full description.

AGENTS FOR CANADA

C. PARSONS & SONS, LIMITED

LEATHER FINDINGS

79 Front St. E., TORONTO



Sort Up With Snappy, Quick Selling Lines

When your stock of women's fine shoes needs attention fill the gaps on your shelves with shoes that sell readily and create future custom for the store—not with shelf-warmers.

Such quick sellers are McDermott Shoes, because we are *specialists* in women's lines. Prompt service and shoes true to sample have built up our business to its present large proportions.

THE
McDermott Shoe Co.

Women's Shoe Specialists

MONTREAL

EUREKA!!

We can now furnish the glove manufacturers a cream colored, full grain glove horsehide. The leather is made in weights suitable for gloves or mittens and we suggest that you cut P. & V. Eureka Glove Horsehides hereafter.

PFISTER & VOGEL CO.
85-87 South Street = = Boston, Mass.



THE NAME YAMASKA HAS A PARTICULAR SIGNIFICANCE TO THOSE DEALERS WHO sell this famous brand of Staples. It means steady sales, sure profits and an assurance of absolute customer satisfaction.

Make sure that your next stock of staples is taken from the Yamaska line, and you'll have no difficulty in making quick, profitable turnovers.

La Compagnie J. A. & M. Cote

St. Hyacinthe, Quebec

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.

Wear
Restshu.
Now in
Stock in all
Leathers for
Immediate
Delivery

“It Stands
Supreme.”
The Best
Flexible
Ladies’ Shoe
in the
World

MANUFACTURED BY
THE RAMSFELDER-ERLICK CO.
CINCINNATI, OHIO.

ALL LIVE DEALERS HAVE THEM. WHY NOT YOU?

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 Gracia Shoe for Women



A
SPLENDID
SELLER
AT
ALL
TIMES



If you are looking for a thoroughly good line of Women's McKays to sell at \$3.00 and \$3.50 see our samples for your Fall purchases. The Gracia Shoe is all leather, flexible as a welt, well finished, good looking and made over good fitting lasts. The goods are also carried in stock for prompt shipment.

The W. E. WOELFLE SHOE CO., Limited, BERLIN, Ont.

Davis Vegchrome Leather

Retailers, Attention!

Davis Vegchrome Leather

Mr. Retailer, have you the Vegchrome Shoe on your shelves. If you haven't you ought to have, and if you have we venture to say you will soon require more.

Our Reasons are these:

Vegchrome Leather is particularly adapted to Farms, Mines and Woods use.

It is not effected by Barnyard Ammonia as straight chrome leather. The tannage is very soft, giving an Elk like feel.

Vegchrome is heavily stuffed with the best greases and therefore resists water splendidly

The boot made of this leather remains soft under all conditions.

It is the toughest of leathers and wears like iron.

We make it in colors and black.

Ask your jobber for the Vegchrome shoe or write us for information.

A. DAVIS & SON, LIMITED
KINGSTON TANNERY

Davis Vegchrome Leather

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

"Here is the Answer;" in WEBSTER'S NEW INTERNATIONAL

THE MERRIAM WEBSTER

Every day in your talk and reading, at home, on the street car, in the office, shop and school you likely question the meaning of some *new* word. A friend asks: "What makes mortar harden?" You seek the location of *Loch Katrine* or the pronunciation of *jujutsu*. What is *white coal*? This New Creation answers all kinds of questions in Language, History, Biography, Fiction, Foreign Words, Trades, Arts and Sciences, *with final authority.*

400,000 Words.
6000 Illustrations.
Cost \$400,000.
2700 Pages.

The only dictionary with the *new divided page*,—characterized as "A Stroke of Genius."

India Paper Edition:

On thin, opaque, strong, India paper. What a satisfaction to own the *Merriam Webster* in a form so light and so convenient to use! One half the thickness and weight of Regular Edition.

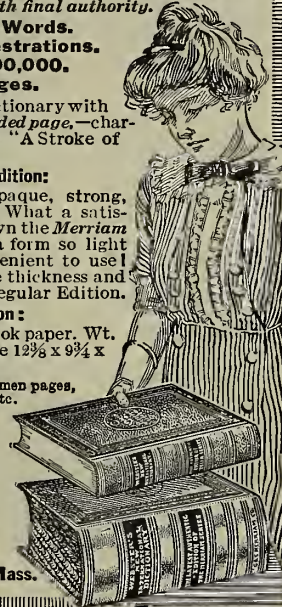
Regular Edition:

On strong book paper. Wt. 14 $\frac{3}{4}$ lbs. Size 12 $\frac{3}{8}$ x 9 $\frac{3}{4}$ x 5 inches.

Write for specimen pages, illustrations, etc.
Mention this publication and receive FREE a set of pocket maps.

**G. & C.
MERRIAM
CO.,**

Springfield, Mass.



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.

Billy Haynes **James G. Hickey**
Prop. Manager.



**Deutsche Schuh u.
Ledermesse Leipzig
1914 30. Aug.-2. Sept. 1914**

Organised by the Counsellors of the City of Leipzig, in conjunction with the Leipziger Engros-Muster-Messe (Wholesale Sample-Fair) and the Herbst-Ledermesse (the Autumn Leather Fair). The Centre for buying and selling and for starting export connections. The opportunity to become acquainted with the novelties in the branch and for the branch. Equally profitable for exhibitors and visitors. (Number of visitors 1913: 31139.) Information and Prospectus obtainable from the:

Verein Deutsche Schuh- und Leder-Messe J. P., Leipzig, Senefelderstr. 13-17

The R. M. Beal Leather Co.
 Limited
 Lindsay, Ont.

MAKERS OF THE CELEBRATED

**John Bull
 Larrigans
 and
 Leggings**

Give us a trial
 order and be
 convinced.



No. 13
 14 in. leg.

**Why You Should
 Do Business With
 Frank W. McKeen**

Because of the Larger Margin of
 Profit you can make on our lines of

Men's and Boys' Welts

Retailing at
 \$3.50, \$4.00, \$4.50 and \$5.00.

Our equipment enables us to make
 all medium and high grades at prices
 that cannot help but interest you.

Our Traveler Will Be
 Pleased To Show Our Line

Frank W. McKeen
 Formerly
 The C. E. McKeen Co., Reg'd, Quebec

IT PAYS TO SELL

THE **M** SHOE

Not only because of the initial profits
 it brings, but also because it inspires a
 state of permanent confidence be-
 tween dealer and customer, which
 ensures repeat orders.

You should have a good assortment
 always in stock. The men, boys and
 youths in your vicinity need them.

Try our new URUS CALF shoes for
 quick sales and good profits.

Have you tried our staple Goodyear
 Welt lines. You cannot be without a
 full range, from a 15" Prospector down
 to a low cut. These are all solid leather
 and as near waterproof as it is possible
 to make them. You can buy these lines
 in Pearl, Chocolate, Black and Tan.

Valentine & Martin
 WATERLOO, ONT.

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
 128 Summer St.

GLOVERSVILLE, N. Y.
 11 Cayadutta St.

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

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



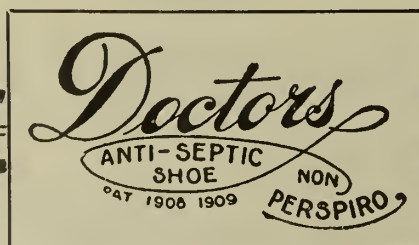
The "Doctors" Brings You the Trade of Particular Men

Every retailer with an eye to future business realizes the absolute necessity of taking care of the particular man's requirements. He knows that his business is well worth having.

The Doctors Antiseptic Shoe is made particularly for men of this type. It is a stylish, sensible shoe—one that can be worn in any kind of weather. Its antiseptic lining and middle sole of thermal asbestos keeps the foot at its natural temperature and does not hold the odors caused by perspiration. It is also perfectly waterproof.

For a bigger and more profitable shoe business, try an assortment.

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



SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

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Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 8

TORONTO, JUNE 1, 1914

\$1.00 per Year — In —
Advance
Foreign Subscription, \$2.00

How Leading Town Dealer Gets After Rural Trade

Makes Practical Use of the Parcel-Post System—Special Inducements to Customers Beyond Ten Mile Radius and Within Twenty Mile Zone—Guarantees Satisfaction or Refund Money—Program Plan Well Carried Out

Editor, SHOE AND LEATHER JOURNAL:

Dear Sir,—When the "Parcel Post" system was inaugurated it struck me that while the country shoe dealer might lose a little more through the "department stores" than formerly, that this would be more than made up for by the advantage the local dealer has in the 20 mile limit. With that object in view and also with the idea of increasing my parcel post business, I got out two circulars, copies of which I enclose.

I was careful to send these not less than 10 miles from the town in which I live and from that to the 20 mile limit. My object in doing this was not to conflict with my local trade which would extend probably about 10 miles at the outside. The two months as stated in the circulars will, as you will notice, be up on June 1st.

You may publish these if you desire, omitting name of firm. Point out the weak spots and give your opinion as to what amount of mail order business I should consider satisfactory through these circulars in the time stated.

We sent out 1,000 copies and also enclosed self addressed envelope and order blank.

Yours truly, BLANK & Co.

Personal Letter Sent

Here is a copy of the circular:

Dear Sir or Madam,

We wish to bring to your attention a new condition that has arisen since the introduction of the "Parcel Post System," namely, that we are now in a position to deliver to any post office within twenty miles — free of all delivery charges to you any kind of shoes that you may desire at exactly the same price as quoted in city catalogues.

In fact we are making a special sale especially for our Mail Order Customers for the months of April and May only, which will enable you to procure the very latest and most up-to-date footwear at prices far below their regular value.

We are sending you with this a list of these special lines on any one of which there is a saving of at least \$1.00 per pair.

Remember this—if the shoes we send you do not fit, or are not the kind you desire

return them to us with instructions and we will do precisely as you wish—either exchange for proper size or return your money.

Also remember, we keep the same kinds that are advertised in catalogues and deliver any kind to your nearest post office free of all delivery charges.

Just cut out from any city catalogue the kind you want and send it along with your remittance, not forgetting to state size and, if possible, give the numbers on the lining of the shoe you are wearing. Mail it to us and we will do the rest.

Yours very truly,
Blanktown, Ont. BLANK & Co.

The Special Offerings

The copy of the leaflet is as follows:

Special Bargains for our Mail Order Customers for the months of April and May only, and on conditions that your post office is not over twenty miles from Blankville.

For Women

Fine Patent Leather Buttoned or Laced Boots, made on the very newest last, stub toes, all sizes 2½ to 7. Regular \$3.75; delivered to you free for \$2.75 per pair.

The Popular Gun Metal Buttoned or Laced Boots, newest shapes, all sizes, 2½ to 7. Regular \$4.00 for \$3.00 per pair.

The \$3.50 line of Gun Metal Buttoned or Laced Boots for \$2.75.

A beautiful Patent Buttoned Boot, with dark grey silk tops (the latest in the very best shoes for women), regular \$4.75 for \$3.75 per pair.

Patent Buttoned Boot for Women, with black serge top and plain slant toe, regular \$4.50 for \$3.50 per pair.

For Men

Patent Leather Buttoned and Laced Boots for Men, on the very newest and latest lasts, the regular \$5.00 shoe for \$3.85 per pair in all

sizes, 5½ to 10, delivered to you, as are all the lines on this circular free of all delivery charges.

Gun Metal Buttoned and Laced Boots for men, in the very latest shapes, the regular \$5.00 line for \$3.85 per pair.

The new English Shape with Slant Toes and low heels in the \$5.50 grade, either buttoned or laced and in patent leather or gun metal, for \$4.25 per pair.

For Every-Day Farm Wear or in fact for any heavy out-door work, we are offering our genuine Canadian Calf Boot, with heavy pegged soles and fully equal to the hand-made shoe, in all sizes 6 to 11, for \$2.50 per pair.
BLANK & CO. BLANKTOWN

Should Have Used Some Cuts

The writer asks for an opinion on the weak spots in his plan. He also requests the views of this paper regarding what amount of mail order business should be satisfactory by means of these circulars in the time stated. One thousand circulars were sent out, together with self addressed envelope and order blank.

The chief fault with the circular or leaflet lies in the fact that there are no illustrations of the shoes offered. A few good cuts opposite each special line would have done a great deal to attract attention and arrest the interest of readers. It is very difficult, indeed, to describe a shoe, particularly its forepart and heel, without furnishing a pictorial reference.

Another thing, that might be pointed out is that, while the cost might be a little more, it would be preferable to have presented these special offerings in the get-up of a neat little booklet of four, eight or twelve pages. However, perhaps, this venture was more in the nature of an experiment and the dealer can be guided in the future by the results.

Not to Be Measured Exactly

Regarding what return should be obtained in the Parcel Post System, the writer is of the opinion that if five per cent. of those who were "circularized" replied, the result would be eminently satisfactory. Even if the shoeman only gets ten customers, from the radius of between ten and twenty miles from home, it would pay him handsomely for they would do much to advertise his business and if satisfaction was given through the parcel post there would likely be repeat orders. Publicity of any kind is a very desirable attribute. It cannot always be measured by concrete results or dollars and cents. The benefit derived from it is often an unknown quantity in the way of good will, favorable mention and the thought of Mr. Blank that comes to mind when the subject of shoes arises either through the necessity of a new pair or a discussion in general.

Advantages of Local Zones

The SHOE AND LEATHER JOURNAL regrets that more retailers in the various towns in Ontario have not taken advantage of the local zone system (twenty miles including the place of mailing), for the rates in this radius are exceptionally low. In fact they are more than doubled when parcels go outside the twenty mile radius. Herein is where the home dealer secures the benefit over the mail order house or departmental store, as was pointed out to readers in these columns some time ago. This discrimination in postage was evidently made to favor and foster the local merchant. Now, as is well known, the rates for sending parcels to any post office within twenty miles, even when the twenty-mile area extends into an adjacent province, is—one pound, five cents; two pounds, six cents; three pounds, seven cents; four pounds, eight cents; five pounds,

ten cents, or in other words two cents for each pound up to and including eleven pounds.

Now the ordinary pair of fine shoes for men which Mr. Blank offers to sell at \$3.85 and \$4.25 per pair would not weigh more than fifteen to seventeen ounces a shoe, or four pounds would easily cover weight of shoes, paper, etc. The postage would be just eight cents. Oxfords would not weigh more than three pounds per pair, and the postage on them would be six cents. Women's shoes, which have been exceptionally priced for the mail order customers, would not weigh more than from nine to eleven ounces or less than two pounds to the pair. The postage on this would be just six cents.

The Postage is Very Light

In connection with mail order trade it is likely that in the great majority of instances orders would be from women as they are the buyers of the household. Summing up, the SHOE AND LEATHER JOURNAL would venture, taking everything into consideration—men's, women's and children's shoes—that the average outlay for postage would not be more than six cents. Even although the profit on the mail order business may not be quite as large as on the shoes disposed of direct in the shop, still there is an infinite amount of satisfaction in knowing that you are doing the business in your locality and getting the people within twenty miles to buy shoes from you instead of sending their money out of town. Herein is where the average dealer has a splendid opportunity to fight the big stores in the large cities. The bright, alert shoeman may see many opportunities for developing a mail order trade if he will only get a little out of the ordinary rut and set forth on the original lines of Mr. Blank of Blanktown.

One feature especially emphasized and which should carry weight is the mention that if the shoes do not fit or are not the kind the person desires, to return them with instructions. The firm will then do precisely as the sender wishes, either exchange for proper size or return the money. Nothing could be fairer to the purchaser than this, and the shoe retailer, who is willing to meet the patron in this spirit demonstrates that he has confidence in his goods and in his ability to adequately meet the varied wants of those whom he would serve.

Beating Other Fellow To It

Another point worth mentioning is that Mr. Blank offers to duplicate the values of any mail order houses or selections made from city catalogues. This certainly removes some of the glamor of "distant fields looking green," and will make the recipient of the notice think twice before sending many miles away to obtain footgear when his or her wants may be as easily and quickly satisfied nearer home. In the May 1st issue of the SHOE AND LEATHER JOURNAL appeared an article on "Keeping the Shoe Trade at Home." This journal knows of no better means than that taken by catering to all persons within an area of twenty miles and using the parcel post system, bright illustrative advertising, and booklets backed up by reliable, well made goods and a service that will suit and satisfy.

A by-law will shortly be submitted to the ratepayers of Sherbrooke in connection with the J. H. Hamilton Shoe Co. Negotiations with Mr. Hamilton, who resides in Levis, have been in progress for some time. Under the provisions of the by-law the company will erect a building to cost not less than \$20,000 and will be required to pay annually \$40,000 in wages for ten years. The company will be furnished with power at three-quarters of a cent per kilowatt hour, and will have exemption from municipal taxes for ten years. A bonus of \$15,000 is to be given the J. H. Hamilton Shoe Co., which will be secured by a first mortgage. It is thought that the by-law will be carried.

Imposing Exterior of Historic Shoe Establishment

Excellent Facilities Afforded for Display—How the Plans Were Carried Out—Business Has Been Established for Over Half a Century—A Family of Footwear Experts

One of the handsomest and most elaborate shoe store fronts in Canada is that of J. P. Cook Co., Limited, of London. Some conception of its beauty and artistic lines may be gleaned from the accompanying cut. There is no woodwork exposed to the weather in the whole exterior, nothing except glass, copper and tile. The front cost \$3,500.

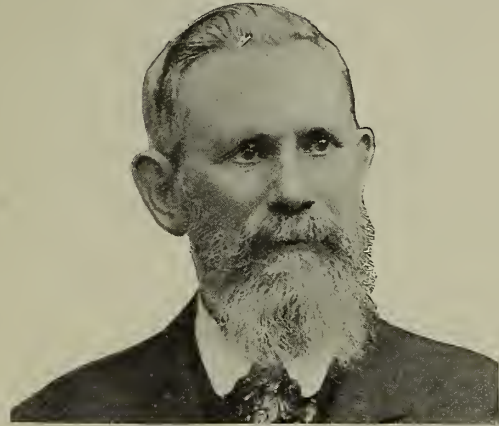
The centre or island showcase is 10 feet 6 inches wide by 4 feet deep and the passageway or entrance on each side is 3 feet 6 inches in width. The show windows on the right and left are 3 feet wide at the street and extend back a distance of 13 feet. They form a right angle and lead to double acting doors 4 feet wide. The windows at the entrance doors are also 3 feet 6 inches wide. The width of the store front is 25 feet. The floor of the vestibule is of small white, one inch hexagonal tile with sage green border around the walls. The floor of the show windows is 2 x 2 inch matt finish, turtle green tile. At the backs of the windows all around the walls are mirrors in mahogany panels and the rear doors are also of mahogany. At the front are "Hester" copper sills for glass in the front all around and for the upright glass joints. The windows are 6 feet 6 inches high and run from one foot above the sidewalk to the ceiling of the vestibule. The one foot base at the bottom of the windows and the two walls up the front and across the top of the prism glass are all done in 6 x 6 inch dull matt finish, turtle green tile with white plaster joints.

It will be noticed that a particularly striking display of Spring footwear is made in every window along with appropriate show cards calling attention to the various lines. There is also a lattice work in the centre show case adorned with flowers and blossoms of various kinds. The display on the whole is a neat one and reflects credit upon the firm.

Fifty Years in Shoe Line

The Cook Shoe Store in London is a historic institution, Philip Cook, sr., having begun the retail shoe business in the Forest City just fifty years ago last February. In the half century of its career the firm made five removals, each time to larger and more commodious premises. In 1899 the present spacious quarters located at 167 Dundas street and 398 Richmond street, were secured. Mr. Cook had three

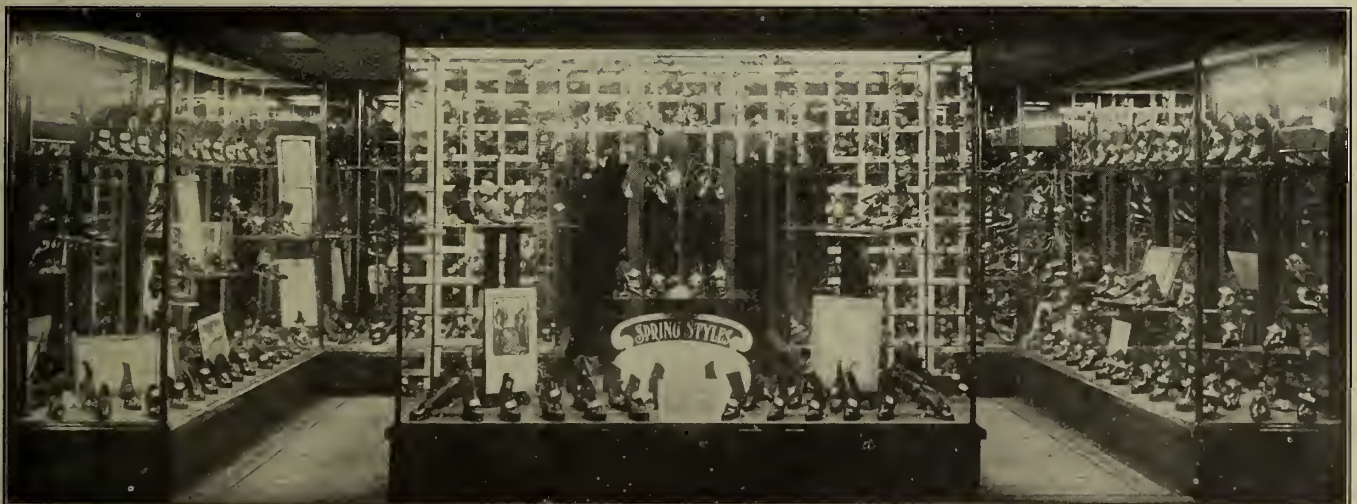
sons all actively interested in the footwear trade who served their apprenticeship in the store. In 1886 the style of the firm was changed to J. P. Cook, and some years later the organization was incorporated under the name of J. P. Cook Co., Limited. J. P. Cook, one of the sons, who subsequently started the factory of the Cook-Fitzgerald Co., died in August, 1911, and Ed. Cook, another son, for the past three years has been conducting the Owl Shoe Store, Toronto. The retail business of the J. P. Cook Co., London, is ably



PHILIP COOK, SR., LONDON

looked after by another son, Philip Cook. Philip Cook, sr., nominally retired from the retail line in 1886, but has never lost interest in the shoe business and to-day, in his eighty-third year, is as active and vigorous as many men about half his age. He is an uncle of Philip, Stephen and Joseph Pocock, of the London Shoe Co., and taught them the rudiments of shoemaking. One of his daughters married C. J. Fitzgerald, of the Cook-Fitzgerald Co.

The interior of the Cook store is one of the most inviting in Western Ontario. The single shelf system prevails throughout and the cartons are of uniform size. On the pay roll is a staff of about twenty people and in 1897 the Cook store inaugurated the entire cash system, which has been found to work out admirably.



THE ARTISTIC AND INVITING SHOE STORE FRONT OF THE J. P. COOK CO., LONDON, ONT.



C. Clark.



Geo. Yearwood



John Ambrose



John Opp



E. Daving



Alfred Fox

YALE SHOE STORE

WINNIPEG MANITOBA



D. Pollock.



J. Affleck



J.W. Harness



M.S. Hamilton



W.J. Berryhill



Bernard Cosgrove



J.S. Carron



W.R. Goodey



The Houston



Jos Owens

YALE SHOE STORE

Believes in the Repair and Also Juvenile Department

Extensive Alterations Completed to Yale Shoe Store, Winnipeg—The Way John Affleck Won Out in Spite of What Friends Predicted—The Advantage of a Mezzanine Floor—The Reasons of Success

Extensive alterations have just been completed to the Yale Shoe Store at 321 Portage avenue, Winnipeg, of which John Affleck is the energetic proprietor. The necessity for more room had been felt for some time. Although business has been quiet in the West, the volume of the trade done by this widely known and progressively managed store in 1913 showed a gratifying increase over that of 1912. The interior of the premises was remodelled and one thousand square feet of additional shelving erected.

The seating arrangements were changed and new fixtures installed throughout, making the Yale one of the most attractive and splendidly fitted up footwear homes in the Canadian West. The store is nineteen feet wide by one hundred and thirty-six feet deep and the single carton system of shelving prevails throughout. A balcony has been erected and above the mezzanine floor surplus goods only are kept. All sizes and widths, from the very narrowest to the widest, are taken care of in the shelving below the balcony and every carton is within reach of the clerks.

The display window in the front is a "V" shape and about eight feet deep. Another innovation is a nicely fitted up juvenile department, 13 x 40 feet. When Mr. Affleck decided to open a department for the children and put it in the basement, it was just a venture on his part. The result of the first month has been so satisfactory that he is more than pleased with the convenience. The idea of segregating the little folks from the men's and women's branches has proved a good one and Mr. Affleck would advise every shoe dealer to follow out this idea whenever practicable.

The whole surplus stock of the Yale Shoe Store is now

in charge of a salesman on the floor instead of a junior member of the staff as formerly, when reserve goods were kept in the basement. Mr. Affleck believes that by having a balcony and moving the reserve stock above the mezzanine floor a change has been wrought which is worth many times the cost of the extra shelving and in addition has added much to the appearance of the store.

A large and capable staff is kept, the members of which are seen in the group portrait on another page. It may be explained that Mr. Harness, who holds the position of cashier and parcel clerk, looks after the deliveries. Mr. Pollock is the accountant and attends to all the private work of the store, the business done being almost entirely a cash one.

One feature of the Yale Shoe Store is the splendid repair department. This is given particular attention. A Champion No. 20 stitcher and finishing outfit has been installed and a quick, reliable service is given. W. R. Goodey is the manager of the repair branch. Many customers drop in and remain until their shoes are half-soled or rubber heels put on and in numerous instances the job has been completed within eighteen minutes. The repair branch has always been a remunerative one and from the standpoint of profit and service the management of the Yale Shoe Store considers this a favorable adjunct.

He Began on the Farm

Mr. Affleck, who has now one of the finest footwear enterprises in the West, was born in Harrow, Essex County, Ont., in 1878. He lived on a farm during the first few



THE NEW AND IMPROVED INTERIOR OF THE YALE SHOE STORE, WINNIPEG



THE BASEMENT OF THE YALE SHOE STORE, WINNIPEG, DEVOTED TO CHILDREN'S FOOTWEAR

years of his life and after graduating from a business college in Chatham he went West. After working as a hired man at Portage Plains for about a year, he secured employment in Brown's, Limited, Portage la Prairie, as a general handy lad. He naturally gravitated to the shoe department, and later he took a position with James Rae, of Vancouver, B.C. While residing in that city he joined the ranks of the beneficiaries. His next move was to Winnipeg, where he went on the road with the Ames-Holden Co., Limited. In June, 1907, he formed a partnership with George Nickle. Two years

ment used for surplus stock, The changes which have just been carried out mark the second alteration and enlargement within seven years.

What Kind Friends Told Him

When Mr. Affleck first started business on Portage avenue, just seven years ago this month, he began in a small way. He recalls many words of advice from candid friends in regard to making the business a success, as the stand at 321 Portage avenue was regarded as too far removed from the retail district. Mr. Affleck's judgment, however, proved unerring and his store is now in the very heart of the busy buying section and the trade done is among the largest and most profitable of any in footwear in the Dominion, the stock carried being around the \$50,000 mark.

Mr. Affleck has a summer home at Sturgeon Creek, a few miles out of the city, and is fond of gardening, chicken raising and other pastimes. Mr. Affleck's big business has been built up by handling reliable goods, giving splendid service, knowing shoe values and keeping up-to-date both in stock and merchandising methods. His many friends will congratulate him on his handsome and completely altered business home.



INTERIOR OF THE YALE SHOE STORE BEFORE THE ALTERATIONS

ago he acquired the interest of Mr. Nickle and has since conducted the business himself. The second year after the new firm started the premises were enlarged and the base-

The electors of Cobourg carried the felt factory by-law by a huge majority, only twenty-six voting against. The total vote cast was 641. The by-law provides for a conditional loan of \$10,000 in aid of a company, promoted by George W. Charles, of Montreal, to carry on a felt industry. The company will take over the plant and machinery of the Cobourg Matting and Carpet Company, and will manufacture felt and other textile fabrics, felt shoes, slippers, etc.

How Shoe Merchant Should Look After His Banking

Some Timely Advice on Opening Accounts—Proper Filling in of Checks, Monthly Balances, Making Deposits, etc.—Several Financial Pointers That Are Well Worth Consideration—Financing of a Business

Modern business depends largely for its success upon modern banking methods. Banks are absolutely necessary to modern business enterprise. They provide not only a place for the safe keeping of money and securities, but they make the payment of bills, both local and foreign, much more convenient to the merchant than if currency instead of checks were necessary to make such payments.

There are two phases of banking that are a great convenience to the merchant. First, it affords him a safe place for the deposit of his cash receipts, which becomes a fund from which the bank will pay on demand all checks, notes and drafts, when properly presented. Second, it affords him an opportunity to borrow cash for carrying on his business when his own capital is tied up by large stocks and accounts receivable, or when it is inadequate.

Opening An Account Quite Simple

Opening a bank account is the simplest thing in the world. All that is necessary upon the merchant's side is to have cash to deposit. When a request is made by the merchant to the bank for permission to open an account the banker asks him for his signature, so as to be able to identify it in connection with the account. He is given a bank book which is his receipt for the money deposited. This book should be presented at the time deposits are made so that the receipt may be entered therein. He is also given a pad of deposit slips upon which he enters the details of each deposit. His bank account is balanced every month and it is customary for the books to be handed in at that time to be balanced to agree with the bank's books. It has become a custom with some banks to merely send a statement to each depositor at the end of each month instead of balancing the pass books. The depositor will be instructed in these matters when he opens up his account.

He will have placed in his hands a check book. This is merely a number of blank check forms bound together, generally with a stub attached for keeping track of the checks drawn. When the merchant desires to pay an account he takes his check book and draws (writes) a check for the amount. This check is an order on the bank, where he has funds on deposit, to pay the amount written on the check to the person presenting it, when all is properly handled and the presentation is in correct form.

How to Draw a Check

The drawing of a check is a simple matter, but it is one of the most important the merchant is called upon to perform in connection with his bank account. The printed form is used for convenience, as any order, no matter upon what it is written, or how, will be honored by the bank if it is satisfied everything is in order. These forms indicate certain parts that have to be filled out by the merchant drawing the check. These missing parts are: First, the date. This is not absolutely necessary on a check, and unlike a note, a check drawn on a Sunday is valid. A check dated ahead will not be honored until that date.

Second, name of the person to whom the money is to be paid. There are two forms of checks, one payable to the order of the person to whom it is given and one made payable to a certain person, or "Bearer." It is preferable to make all checks payable to order as then the person to whom it is given must indorse it before it will be paid by the bank. This is a check on the fraudulent changing of the amounts of the check. The person presenting it to the bank must be identified before it is paid, while in case of a check drawn to

bearer, the bank will cash it on demand, and unless the amount is unusually large, without identification.

Care Necessary in Filling in Amount

The third space left blank in the form is for the amount. Here extreme caution should be exercised in making out the amount. The figures should correspond with the written amount. If there is any difference the bank will recognize the amount written in in words. In writing in the amount in words begin at the extreme left of the space, write the amount out in full, do not abbreviate. If there is any space remaining after the amount has been written in, draw a couple of lines through it so that no one can add any words to those you have written there. In filling in the figures use care to have them compact and not sprawled out, so that it is an easy matter to insert other figures between those you have written, or before or after them.

These precautions are necessary to prevent evilly inclined persons from "raising" the amount to a larger one than the original check called for. For instance: If the check is made out for five dollars and there is left room before the five, there is nothing to prevent someone writing in the words, "One hundred and" making the check read for "One hundred and five dollars" instead of for "Five." If, on the other hand there is left room at the end of the amount, the word "Hundred" could easily be written there, making the check read for "Five hundred dollars" instead of for "five." If this should occur the merchant will be the loser, but if the check is raised through no neglect of the merchant the bank will have to lose the amount of the increase.

If a check is to be made out for less than One Dollar the fractional amount is written in in cents, as, "Sixty-nine cents," and the "dollars" printed on the check erased by drawing the pen through it a couple of times.

Check Protectors of More or Less Value

There are a number of devices on the market for preventing the raising of checks, all of more or less value. When we consider that the expert can take out the written words with acid and write what he pleases in the space we must be thankful that more checks are not raised than there are. A check protector that perforates the paper does not seem to be any great preventative as the expert fills up the holes with paper pulp and punches others for the larger amount. The best preventative, and the greatest protection the merchant can have is to make the check out carefully and observe the rules laid down above. Make the check out with a coarse pen and use plenty of ink, and allow it to dry without blotting so that plenty of ink will penetrate the paper.

When a merchant receives a check he may deposit it as cash. Before it will be accepted for deposit the bank will insist upon it being indorsed. In indorsing checks observe the following points: First, write across the back, not lengthwise. Second, write the name about one inch from the top, which is the left hand end of the face of the check. Third, write the name as it is written on the check, and if it is not written there as it is usually written, the usual signature should be written directly below that. Fourth, if you wish the check to be payable to some particular person, write the words, "Pay to the order of (name),"

The Withdrawal of Money

If you wish to draw money from your deposit make a check payable to "Cash" and present it in the usual way.

If you make it out to "Cash" or "Order" and indorse it, anyone else may cash it if it is properly presented.

Payment on a check may be stopped any time before it is presented to the bank for payment. All that is necessary is to notify the bank not to pay the check when it is presented. Give full particulars so that the check may be identified by the bank.

If a check received by a merchant is deposited, and is returned by the bank stamped "No funds," the check should be carefully preserved as an evidence of the debt.

The bank officials are always ready to give full particulars as to its functions, and to assist the merchant in solving his financial difficulties. Make your banker your confidant.

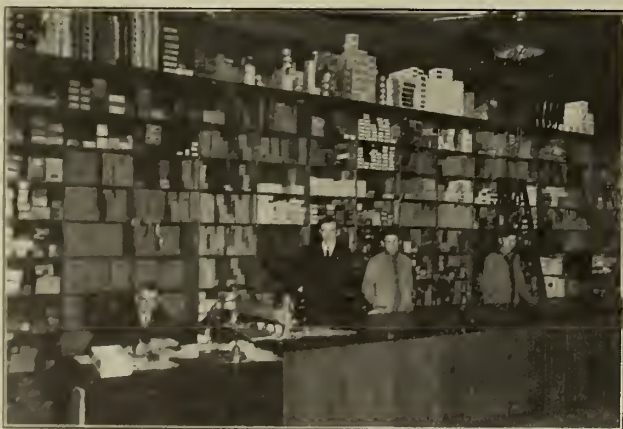
Pushing Findings Sales in West

The manager of the shoe and leather findings department of the Winnipeg branch of Adams Bros.' Harness Manufacturing Co., is George Wheeler. He has been a



GEO. WHEELER, MANAGER FINDINGS DEPT.

resident of the Prairie Capital about three years. Previous to that he was for a long time with C. Tilley & Son, Toronto. He has built up a very large and profitable business



FINDINGS DEPARTMENT OF ADAMS BROS., WINNIPEG

in the findings line in Winnipeg, due to the careful study of customers' wants and keeping a full, up-to-date stock.

The accompanying illustration shows Mr. Wheeler at

his desk and his staff, with samples of the lines that are carried. The bulk of the stock is carried in a portion of the basement which is one hundred feet deep and fourteen feet high. A packer and shipper are on duty in the stock-room all the time and orders from any part of Winnipeg are delivered within one hour after being sent in. Mr. Wheeler has a fine auto which enables him to get around and make calls on all the city buyers at least once a week. He has a traveler who also makes regular trips. Mr. Wheeler leaves in a few weeks for the Old Country and Europe and will be away about four months. He will spend some time in London, Belgium, France and other countries, on a combined pleasure and business outing. Mr. Wheeler is a genial and obliging young man, thoroughly earnest and aggressive in his work. He is fond of athletics, being an able exponent of tennis, baseball and other games.

Shoe Salesman Must Be Cheerful

It does not do for a traveler to become down-hearted, for in that case he is of little use, either to himself or the house. If it is the disposition of a man to get blue or dull at times because trade is slack and his sales are falling off, he should by all means embark in some other line of business than selling on the road. "One of the best salesmen I ever knew," remarked a leading shoe manufacturer this week, "has never been able to command nearly the salary or the position that he should because of one or two faults. When he has had a good week he comes into the house and he is overflowing with optimism and buoyancy. He is apt to say that 'we have them all beaten, everything is coming our way, we are the people and are making our competitors look like selling platers.' Perhaps this will go on for a couple of weeks and then when luck has been against him, his face is long, his manner doleful and his general air one that would comport with the environs of a city morgue or family cemetery. He strives to find fault with the goods, says that we are not making the right kind, that our finish is imperfect, our lasts out of date and we will have to revise the whole nature of our output and our factory system if we want to secure any large orders. To show you how absurd the latter cry is, I have merely to tell you that this change is all brought about within a couple of weeks. There certainly can be no serious shortcoming in the factory or the goods in that brief period, for he has the same samples. We will cheer this fellow up a bit and the next week he has fairly good luck. He then is brighter and livelier, but the next week he falls down again and once more paints a distressing picture. To see such a man controlled by so many moods—well he cannot be at his best. I want to tell you that in order to realize the greatest efficiency in selling a man nowadays must be of cheerful disposition and in a pleasant frame of mind at all times and under all circumstances. A fellow that gets in the dumps is not of very much use to the concern which he represents, particularly during a time of stagnation or depression like the shoe business is passing through at present."

John W. Huxley, one of the Western Ontario representatives of W. B. Hamilton Shoe Co., Toronto, who said recently that he intended being a candidate for the vice-presidency of the Commercial Travelers' Association, has received a large number of letters congratulating him on the stand that he has taken and promising him hearty support. It is understood, owing to the interesting announcement that he made, that Mr. Huxley is in receipt of about eighty or ninety complimentary letters, extending cordial well wishes to him in his campaign.

STRAY SHOTS FROM "SOLOMON."



Convictions may be the result of a bad liver or a thick head. There are plenty of people whose convictions are not worth powder to blow them over a cow shed. Be sure you are not one of the class who are "open to conviction," but

THICK HEADS who, like the old lady, would like to see the man who could "convict" them. There is the kind of "strong-minded" man who, the more you pile up arguments, the more he is against you and when you get through with him shakes hands with himself and thanks God he is not "led by the nose" like other people. He is not to be caught with chaff or driven with clubs. These people are harder to deal with than seven men that can render a reason. "Stand not in an evil thing." Don't be ashamed to turn back if you have made a wrong start. This fear of being caught in the wrong is a snare of the pit. Fear wrong more than the results of it and the world will honor you. There is a man who will likely be governor of one of the United States who was a convicted desperado. He had courage not only to quit the evil thing but face the situation out with the world.

* * *

You have had a good time. You have done pretty much as you have pleased with your life and have not so far been overtaken by the nemesis you have been told reaches after the evil doer. You have been a wonder to yourself in this respect. You have cheated and have

IT WILL COME not been found out. You have followed and taken the innocent in your snare and up-to-date you have been able to maintain your place in society and even the church. "Because sentence against an evil work is not executed speedily, therefore the heart of the sons of men is fully set in them to do evil." It is over confidence that always gets the criminal behind the bars. It is boldness borne of constant escape that finally undoes the scoundrel. You can't escape the law that says, "Whatsoever a man soweth that shall he also reap." The day of reckoning will come to you as sure as the morning sun follows the shadows of night. You can't do what you have been doing and get away with it scot free.

* * *

A woman was fined the other day for defamation of character. As she left the court she asked the judge if it was any harm to think. "Your thoughts

WHISPER NOT are your own," was the reply. "Then I think so yet," she snapped, as she flounced out. She would have saved ten dollars if

she had kept her "think." Don't keep your opinions, especially of other people, on tap. If we were as ready to give to foreign missions as we are to volunteer estimates of our neighbor's character the millenium would be here in a twelve-month. Those of us who would scorn to descend to small tittle-tattle often say things about those in authority that we ought to keep in our cheeks. "Curse not the king, no not in thy thought, and curse not the rich in thy bedchamber, for a bird of the air shall carry the voice, and that which hath wings shall tell the matter." Many a man puts a nail in his coffin by his backbiting habit. It has become so popular a pastime, this baiting of public men, that it is little wonder that decent men refuse to stand for office and those who do

feather their nests and an occasional shaft for those who often make them what they are. O for the charity that "thinketh no evil."

* * *

A man died and was buried in Paris recently who was at one time a world figure and although he left an immense fortune, and was to some extent still a public man, there was nobody to follow him to the grave but his lawyer and

A DEAD DOG undertaker, and the only reason that took them was to see that the remains were properly put out of sight. His

life had been such that even the person to whom he left the most of his worldly provisions, turned it over in shame to charitable institutions that some seeming amend might be made for a rotten life. "I saw the wicked buried, who had come and gone from the place of the holy and they were forgotten in the city." Even the world of pleasure, passion, and possession has no use for a dead scoundrel. No matter how gay a life he has led, the dead dog causes men to spit out and cross to the other side as they pass. The life of the rogue and libertine is only tolerated when it is covered up with decent clothes. When stripped naked even the pariahs of society turn away their heads and hold their noses.

* * *

You can fool the assessor, you can dodge your creditors, you may escape the penitentiary, but the bony-fingered reaper cannot be turned aside with fox talk or bluff. To see some men live one would think that there was no limit to

NO DISCHARGE the span of life. Give some thought to the fact that life and money are only for a little. The day is coming when you

will face the great issue and as you look back over the way you have come, will you be satisfied with the record as it stands today? What have you done more than gather together a few coppers and in the gathering perhaps soiled your fingers and shivered your soul? "There is no discharge in that war." You can't buy off the black winged messenger when he beckons. Better it is that you should not have been born than that he should find you with the sins on your soul that you are today hugging to your bosom. What about that innocent life you have dragged down to the level of your own evil desires? What about those you have "stung" in your gathering of pelf?

* * *

Strike while the iron is hot. Men fail because they are not ready for or equal to the opportunity when it comes. We are most of us dawdlers who let circumstances lead us instead of seizing them and using them to our immediate

GET IN TOUCH advantage. "Because to every purpose there is time and judgment, therefore the misery of man is great upon him." We don't like to be held down by laws. We are

all inclined more or less to drift and when we land upon some sand bar or go to pieces in the rapids we call heaven to witness our ill luck. Get into the way of pushing fate and don't let fate push you. Don't get out of kilter. Use the laws of nature and society to advance your interests not to hold you down. Link yourself to those laws and no power on earth or below it can stay your course. Set yourself against them and there is nothing but chaos ahead of you.

Gives Valuable Prizes for Highest Number of Votes

How Enterprising St. John Dealer is Donating Automobiles, Pianos, Silverware, China and Cut Glass—Premiums With Sales of Three Dollars and Up—Unique and Forceful Methods of Advertising—Big Turnover in Goods

It has come to be a saying in St. John, that if there's anything new worth while in sales-getting, D. B. Pidgeon is sure to have it. He is a "live-wire" in the business world of that city, and although he is quite a distance removed from the active commercial section, competitors realize that they have in him a "foeman worthy of his steel." Even out of this fact, doing business at the far end of the city, he has made capital. "I'm in the low rent district," he says, "and that's an advantage to me, but it's also a decided advantage to you who buy in my store, for it allows me to sell more cheaply than those who are located right in the very heart of the business centre."

This is a fact which he has striven to drive home to customers, established or prospective, and that he has been successful is amply attested in the progress he has made in the eleven years he has been doing business at the corner of Main and Bridge streets, North St. John.

A "live wire" seems to be an expression thoroughly applicable. He is a shrewd merchant, makes a careful study of not only his own business, but as much as he can from the "outside" of that of others, and by a pleasing personality, obliging disposition, and general characteristics of the gentleman in the true sense of the word causes each year to be more successful than the last in his thriving establishment in North End.

Biggest Sales-Getting Scheme

Just at present Mr. Pidgeon is engaged in what is undoubtedly the biggest sales-getting scheme ever tried in St. John. It is similar but on a more stupendous scale, to others which he has conducted with distinct success. Beginning a few weeks ago he opened a prize contest in which each prize offered was worth while competing for. This is the secret of the success of the endeavor—it is not such a contest as only the poorer classes enter, but on the books relating to it are names prominent in society circles and known to have considerable standing financially. The first prize is a choice between a handsome 1914 model touring car and an equally fine up-to-date runabout. In addition to this three thoroughly reliable and modern make pianos are to be given away to the winners, one on November 1, a second on December 1, of this year, a third on January 1, of next year. Besides these prizes, there are weekly gifts to the contestants registering the greatest number of votes, and thus the interest is sustained throughout the year, and incidentally, or rather primarily business is increased as the contest draws along to its close. The other prizes include really fine pieces of silverware, china, cut glass, and various articles of household use or ornamentation. The contestants run well up in the hundreds. Upon their making a purchase they are given votes to correspond with the amount. Additional votes are given for moneys paid on account, and at different times when special features are selling, extra votes are given as an inducement to increasing the sales.

Co-operative in Its Nature

Last year Mr. Pidgeon tried this scheme first, giving away a \$400 piano, and it worked so satisfactorily that he was able to induce four other dealers, one in drugs, another in groceries, another in dry goods, and the fourth in hardware, to enter with him on the present campaign which represents fully six times the former consideration. It is co-operative in its nature and represents a great amount of work in arranging it, the credit for which again goes to the original brain of Mr. Pidgeon. It will be recalled that last year was one of the closest financially for some time, and it was particularly

so in North St. John where a great majority of the people depend upon the lumbering industry for a livelihood, since the various mills employing about three thousand men or more, were closed for fourteen weeks. Despite this fact, Mr. Pidgeon, by his progressive methods, was able to show remarkable receipts and consistent sales.

In addition to this big scheme he has on display in his store a large show-case offering premiums with sales for amounts of \$3.00 and upwards. Coupons from the splendid big cash register which he has installed, are given to those who wish them in place of the contest votes, and these are returnable for such premiums as silverware, cutlery, leather goods, household utensils, etc. He has been doing this for some time, and finds it works decidedly well.

Regarding advertising, there is probably no dealer in St. John who does more, and who employs such a wide variety of methods than this progressive shoe-dealer. Some few years ago when his father, the late C. B. Pidgeon, left his son, the present proprietor, in charge of his business, the store was known only in a vague, hazy way to most people in the city, outside of the regular customers in the vicinity. It was just an ordinary business, but a paying one. The father himself a clever merchant, had been in business about twenty-five years and had done particularly well, but in the present age of competition and sale-promotion, new blood was necessary for its prosperity.

His son, David B. supplied that new blood. He took hold of the business in masterly fashion, gave it careful study at all phases, and then decided that he could not only double but triple what had formerly been done. He has succeeded. Today, the name of C. B. Pidgeon is still carried with the business, which, besides boots, shoes, and leather goods, includes an up-to-date line of ready-to-wear clothing, custom tailoring, and gents' furnishings, but the name is known through not only St. John, but all parts of New Brunswick.

Painted on Proofs and Rocks

It is painted on the roofs of barns through the rural districts; it is boldly emblazoned in large capital letters upon jutting crags and ledges of rocks, along the beautiful St. John river over a distance of more than one hundred miles; it is distributed in all centres of the province in catalogues, calendars, and novelties; it is seen in prominent type in the leading dailies and weeklies of St. John—in fact, where the name of C. B. Pidgeon has not penetrated in New Brunswick—well, it may be said there's no possibility of a sale.

"Advertise" is one of Mr. Pidgeon's favorite bywords. Wherever the firm name is seen is the slogan "Buy at Pidgeon's where you get the most for your money." He is a firm believer in the power of printer's ink, and display space, and local readers appear in every paper to draw custom to his store. And they draw, too. The advertising ideas of the proprietor of this store are the original 500 horse-power when it comes to drawing, for though as has been said, Mr. Pidgeon is removed a considerable distance from the centre of the city his books show a turn-over each year equal to many, and ahead of several, of the larger stores in the city proper.

How does he do it? Well, in the first place he lives right up to what he advertises. His word is his bond and it can be relied upon. To use a colloquialism, he "delivers the goods." Few people would think of walking from the more remote sections of the city to the foot of North End where he is located and he is aware of this, so he provides them with car fare on sales of more than a nominal amount, when he is

conducting a feature sale. But to those who have watched his business grow through the systematic application of his ideas, it would seem that they would come, anyhow.

During the year he has two special sales, one in mid-Summer, another in mid-Winter. He closes his place of business for a day before the opening to prepare for the rush of the morrow and then increases his advertising to almost a four-fold extent to bring the trade. Full-page displays in the local papers, posters about the streets, and personal letters to house-holders are used by him on such occasions, and in every parcel which leaves his store is enclosed a liberal



D. B. PIDGEON, 'ST. JOHN, N.B.

circular containing news therefrom. In these sales he reduces his prices to a wide extreme and disposes of an enormous amount of stock. The latter, by the way, he manages to turn over three times each year.

No opportunity to make a sale within reason is neglected. An instance of his readiness to appreciate possibilities in this connection may be cited. A short time ago a foreigner was caught by the police a little after midnight forcing an entrance to the store. The man was arrested, and said at the trial that he was trying to get a pair of boots and some clothing for himself. Next day readers appeared in the daily press to the effect that "the foreigner who tried to break into the store of C. B. Pidgeon for boots and clothing should have waited until after the regular opening hours, when he would have gotten them with less trouble at a cost to fit any pocket. The people who buy regularly at Pidgeon's are well aware of this fact, and come right in the front way and buy." This was original advertising and it was a sales-maker also. Other instances not exactly the same, but similar in originality could be given, but space will hardly permit.

Makes Trade Come to Store

The store itself is pleasantly located at the corner of Main and Bridge street. Street cars pass every few moments and not very far away are steamboat landings where traffic on the St. John river, a very important consideration in North End business, is centred. Mr. Pidgeon gets a huge share of this, largely by his keeping after the trade, catering to the demands of the country people, and living up to his promises. He sends personal letters throughout the country districts, as well as through the city, and says that his firm belief is these personal letters were probably his best

medium with regard to selling power. They are done on a multigraph, but are addressed personally both inside and outside.

Out of Style, Not Worth Price

The following extract from "Printer's Ink" will prove particularly interesting to readers, as it discusses a point upon which much has been written and said. The argument took place before a Congressional Committee investigating the "Pure Fabrics' bill.

"Another witness before the committee was Joseph Strasburger, a member of the board of governors of the National Shoe Retailers' Association of the United States, who appeared in behalf of that organization. He said in part: 'The greatest fraud to-day upon the American people is the fact of the fraudulent advertising that is carried on. There is not a newspaper which comes out in which you do not see five-dollar and six-dollar and seven-dollar shoes advertised for \$2.98, \$3.00, and some for \$2.50, and all that, especially by these sample shoe stores. That is all fraudulent. There is not a word of truth in it. There is no man who can sell a seven-dollar shoe for \$3.00 or \$2.50, unless he is losing money—and they are not in business to lose money—and they do that sort of advertising continuously.'

"May not that be done if the shoe is out of style?" asked one of the members of the committee.

"Then it would not be worth seven dollars," replied Mr. Strasburger. 'A shoe that is out of style, no matter how good it is, is not worth the original price.'

Turn Kickers Into Boosters

"Customers' complaints include burnt shoes, patent leather cracking, soles of boys' and misses' shoes wear through sooner than expected, rips, heel taps pulling off, eyelets coming off.

"For burnt shoes give the customer a new pair of soles, although he or she burnt them; patent leather cracking, if it cracked through, satisfy the customer; soles of boys' or misses' shoes, repair them without charge," says A. H. Meadows in the Boot and Shoe Recorder.

"The wise shoe dealer never lets a customer go away dissatisfied. Satisfy them! Turn 'em into boosters. The price of satisfying them is cheap compared to final results.

"Fifty per cent. of complaints are trivial. The other fifty per cent. are mentioned above. I spend \$250 a year satisfying my kickers. They go out of my store—boosters.

"Only in rare cases do I ask the manufacturer to stand the cost of an allowance. I treat him as I would ask him to treat me.

"A genial, cordial man in each store should handle complaints."

Business is a jealous servant; it is sensitive; it demands undivided attention; if neglected, its disfavor is shown in reduced profits; it will boss the inefficient man—play with him—tangle him—finish him. For the constant, consistent, efficient man, for the man who knows all the ills to which business is subject, who governs the big things from knowledge of the little things—for that kind of a man it works overtime. Stretching the earning capacity of every dollar, it grows, expands, earns, knowing only one limitation—the measure of its Boss.—E. St. Elmo Lewis.

THE WINNIPEG STAFF

CANADIAN CONSOLIDATED RUBBER CO.



F. J. ROSCHMAN



A. CASEY



H. H. REPLOGLE



A. LIGHTFOOT



CHAS. HOLDEN



G. INGHAM



HUGO WELLEIN



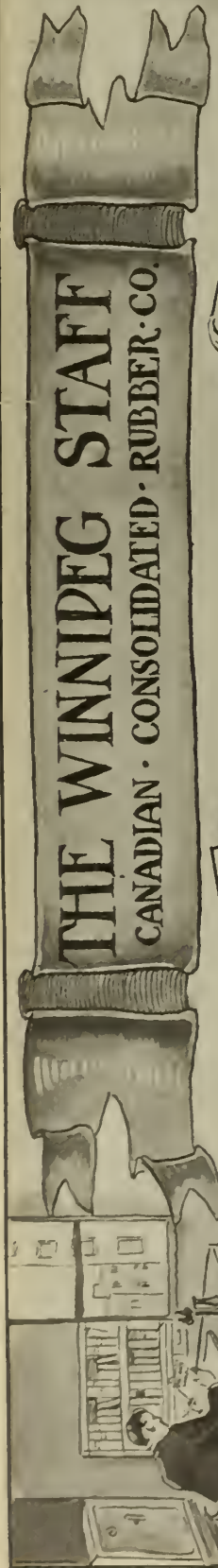
M. B. CLINT



J. M. RICE



E. W. JAMES



Reliable Directions that Will Make Shoes Last Longer

No Wonder Footwear Gives Out So Soon Considering the Trying Usage That It Gets and the Little Attention Bestowed in Lengthening the Life of a Shoe—Remedies that Will Interest Customers

The cost of all grades of leather has steadily advanced. In order to offset this additional cost and still purchase a good grade of shoes, we must give our shoes the care they deserve and so gain from them the utmost service.

It is just as important to keep them clean and in good condition as with any other wearing apparel. Good shoes have been ruined by holes having been cut in them in order to ease corns underneath, when, at a small cost, better results could have been secured, yet the shoe saved, says S. T. Lytle.

Never put wet, muddy shoes away before they are cleaned and dried. Never place shoes in an oven or close to intense heat, because they are liable to scorch. Heat causes leather to become brittle.

The leathers most commonly used for boots and shoes are vici kid, box calf, patent or enameled, Russia tan and chrome elk. The vici kid leathers are the softest, and are ideal for all light weight shoes, the box calf being a heavier leather, although it is made in light weights. Tan leathers are made more into dress shoes than for all round work, but it is generally accepted that they give more wear than black. The so called chrome "elk," which comes in tan, black, olive and light grey, and which is made into shoes and boots for men and boys, gives more wear for general work than any other grade of leather.

Keeping the Water Out

There is no substance that will make boots or shoes absolutely waterproof. That is, for any length of time. As a rule, most water-proofing compounds contain animal fats, mineral oils, rosin, wax and solutions of India rubber. The writer has tried the following two and find they are very satisfactory.

One-half pound of mutton-tallow.

Four ounces of beeswax.

Two ounces of rosin.

Melt all together, and apply hot with a small brush, rubbing it in well with the hands, particularly around soles and seams.

Rubber Solution—Melt together four ounces of neat's-foot oil, four ounces of beeswax and two ounces of India rubber until thoroughly blended. Warm the leather, and apply hot

Shoe trees, made of wood or metal, placed inside of the shoes keep them in shape. The tree comes in handy, especially when shoes are wet, as it prevents them from curling and getting out of shape while drying. Satisfactory ones may be made at home by filling old hose with sand, bran or sawdust. There are to be had in the market, also shoe-stretchers. This article should be in every home in the land. If a shoe hurts or pinches at any particular point, simply place the stretcher inside and stretch it until you get relief, thus doing away with the cutting of shoes. Your shoe dealer will gladly stretch your shoes for you, or you can often get relief by laying a cloth, wrung from hot water over the tight place. Cut the shoe only as a last resort. It would be best to say never cut it.

It Is Best to Buy Polishes

Polishes can be made at home, lamp-black being the base of most black polishes, but there are so many high-grade polishes on the market, and at such a low price, it does not pay for one to attempt to make them for home use. To make boots or shoes soft and pliable, rub warm mutton tallow or neat's foot oil into them thoroughly. These are much better than almost any other oils or fats for

this purpose. Have shoes and boots clean and dry before greasing them. When shoes wear through the first sole have them repaired as soon as possible. Do not wait until they have worn through both soles; and likewise have an awl and some thread on hand, and when a rip shows itself "nip it in the bud." Heel-plates come in many sizes, are cheap, and anyone can nail them on. They will save you a trip to the shoe shop to have the heels built up. Shoe lasts are cheap and will be found very useful.

Linseed Oil for the Squeak

To prevent shoes from squeaking place them in a pan of linseed oil, just deep enough to cover the soles. This will not only prevent this nuisance, but the oil can toughen the soles. Be careful that the oil is not too deep; if it gets on the uppers it will stain them, and the worst thing is it won't come off. If your boots or shoes are inclined to be damp inside place cork insoles (not the real thin ones) in them, and your feet will keep nice and dry.

In conclusion: The broad, low-heeled shoe will give more genuine comfort than will be gotten from the narrow, high-heeled variety.

Service the Great Trade Builder

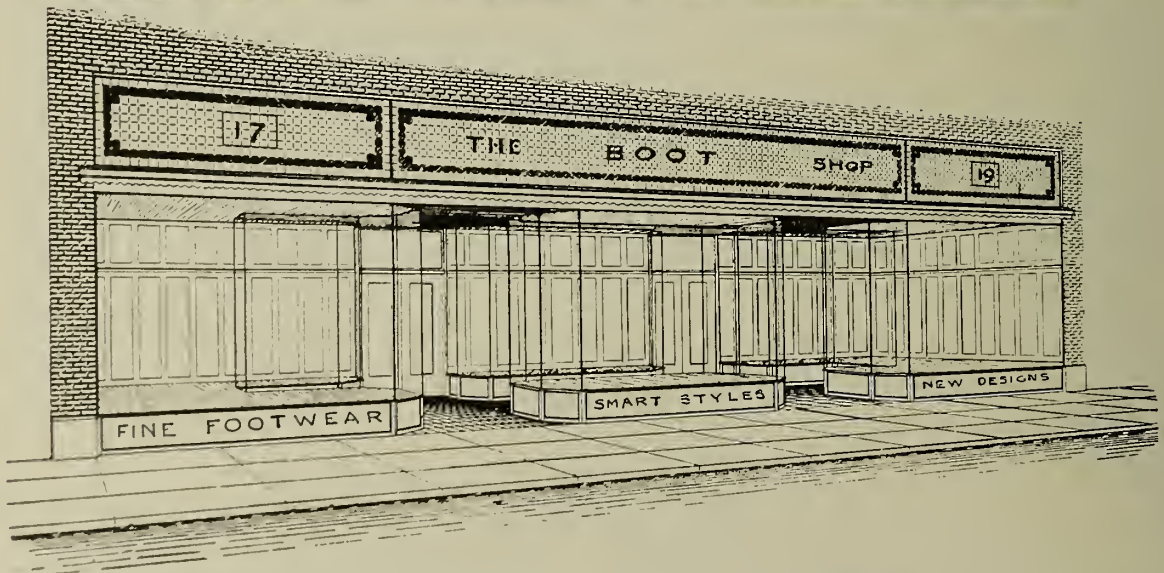
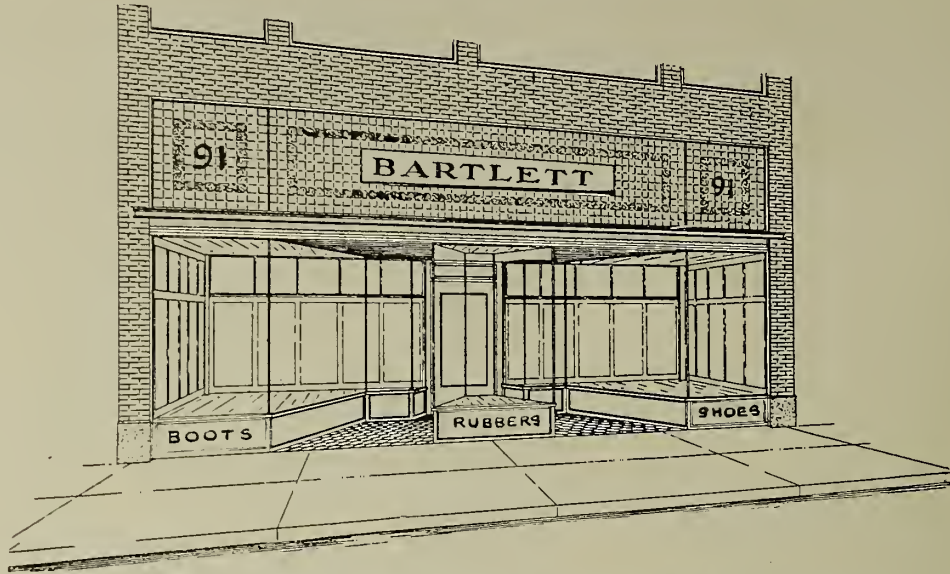
Service in a shoe store is what counts. You may have the proper location, you may have the stock, you may have the window displays, and your prices may be right. All these will not necessarily build up a trade for you. Service is what captures and retains customers. What is meant by service? Well, it is a combination of things, rather difficult to define. It is like tact, personality, diplomacy, good cheer, wholesome surroundings, a glorious morning, a peaceful evening or some of the other terms which we use in our daily conversation, and yet are not easy to describe.

A leading city retailer told the SHOE AND LEATHER JOURNAL the other day that he attributed his success to the fact that he instructed his staff to give as much or even more attention to rags than to silks, which meant that the poor people should have first consideration. While not neglecting the highest class trade, still no extra special effort should be put forth to pander to it. Of course, we naturally get a certain amount of the latter patronage, but it is generally worth all that you get out of it. Why, if a colored person comes in this store, there is a member of our staff ready to serve him just as quickly as any head of a prosperous family who may leave us hundreds of dollars in the course of a year. In a word, service means familiarity with your stock, obliging disposition, a right appreciation and study of the customers' needs, combined with courtesy, tact and judgment."

Weather Vagaries and Shoe Selling

"No sir, we have been rather quiet all the spring," remarked a leading shoe retailer, "and now that the warm weather has come, people are buying oxfords, pumps, slippers, in fact, all kinds of low cuts. We have not got rid of any of our spring high cuts at all. It has certainly been a strange spring. By not getting seasonable weather, people have really jumped from winter shoes right into summer foot togger, and spring stuff has had a slow sale."

This observation appears to be applicable to nearly all parts of Canada and is accounted for owing to the quiet nature of trade in general and the vagaries of the weather, with which every shoeman has to put up.



SOME ARTISTIC AND INVITING FRONTS IN THE SHOE STORE LINE

Modern Shoe Store Front Pays Large Dividends

It Is One of the Most Constant and Efficient Salesmen—It Stands Out and Tells the Story of the Retailer Behind It to Every Person that Passes—Profitable Investments to the Shoe Merchants

A shoe retailer's money, or a large part of it is invested in two things, his stock and his store. Even though he should not himself own the building, a large expenditure is made each year for rent.

Gradually, year by year, dying a hard death, the old time spirit of any old place at all, and any old way at all, has passed out.

The advantages of a clean, bright, attractive store front, and a wealth of stock properly displayed and properly protected by means of good fixtures are now almost universally appreciated.

Granting the first as true and realizing that in this stock stored within the building, lies the means of livelihood of so many men and also knowing how the need of a modern front and modern methods are appreciated, it is still a source of wonder how so many merchants are indifferent to the needs of their own business. It is acknowledged that one must have a good location, that the stock must be right in every detail, that the salesmen should be of the best and the service good, but why labor under an unnecessary handicap?

Why strive to build up a business when laboring under the disadvantages of a front that is dismal and uninviting, where the windows are small, poorly lighted, and altogether unsuited for the purpose for which they were intended?

Take a Walk at Night

Everyone will admit what an attraction a cheery, bright, well lighted store front has. There is no necessity for one to pass it by. Take a walk down a street at night or by day. Make a note of the number of stores which attract the attention and see what per cent are bright, modern, up-to-date stores in all respects from front to back.

Place yourself in the position of a customer, and if you have been contemplating spending some money on a new front or new fixtures or an alteration of the store's plan, walk past or into your own store and see just what effect the dinginess of the place has upon yourself.

The subject of store fronts is one of wide scope and great importance and one that has been given a good deal of time and thought during the past decade. It is of importance because the modern store front is one of the most efficient salesmen procurable in any retail store—it has the ability to create more sales, more net profits, than any human salesman. And that is not unreasonable either, because the modern store front works 24 hours a day and 365 days a year—it stands out there and tells the story of the merchant behind it to every person that passes the store—it never takes a vacation—it never loafs—it's always on the job selling.

You Pause and Linger

Take some other store in town (perhaps your competitor's) that has modern fittings and take a walk past it; note how instinctively, you pause and linger, how the brightness is reflected in the appearance of the clerks, in the whole character of the store. The amusing part of the whole thing is that many merchants when contemplating any expenditure for equipment, seem to consider it in the light of money to be extracted from their pockets and cast into the depths of the sea.

Instead the logical attitude is that of considering a high class investment, an investment which is bound to pay bigger dividends than any line the store carries. In a well equipped shop a man has an investment which is

working for him day after day, week in and week out. His windows are a constant advertisement, one of the very best. His cases and display fixtures are always on duty, making the best possible presentation of the stock.

Spend Money Judiciously

What folly to spend thousands of dollars in accumulating stock and then depreciating its value and effectiveness about fifty per cent. by a poor presentation of its attractiveness. But there must be a judicious choice in this question. Each year finds the expenditure of millions of dollars for new store fronts and fixtures, and unfortunately a small amount of that is misapplied—misapplied because merchants do not give the subject the consideration and thought that it deserves. Many merchants actually give the subject of a new store front, less thought and less consideration, than they would give to the hiring of a janitor or to the building of shelves in the basement or in the attic.

Too many retailers overlook the fact that the modern store front should be considered a part of the business with which it is associated.

Then, too, there is the great pitfall of many merchants—the lack of consideration of the business they are in. You can go out on the streets of any city or town in the country and you will find a great similarity or "oneness" in store fronts. You will find shoe dealers, jewelers, furniture dealers, clothiers, butchers and grocers doing business in stores with fronts exactly alike. It is unreasonable to expect the same kind of store front to be able to display and sell shoes and pork chops, for example. Furniture, for instance, consists of comparatively large size pieces; for that reason the windows must be large in order to properly display furniture in suites and not in single pieces. Shoes at the other extreme, consist of small articles and to properly display them it is necessary to bring the articles within the normal range of vision. That point is very similar in the display of clothing and men's wear.

Big Help to Merchandizing

It would be hard to find anyone who would dispute the fact that fixtures are a great aid to good merchandizing. Not only in the sales they make by the attractive presentation of goods, but by the money they save in clean and well kept stock.

Many of the sales which footwear stores conduct are carried on in the effort to clear stock which is sticking fully as much as stock which is old. In many cases if proper fixtures had been used, the lines would have moved freely.

One firm in a big city conducting a large store, became so impressed with the value of proper fixtures that they spent a great deal of time investigating the matter from all sides, the customers, the salespeople and the stores. The outcome of these investigations was a revolution in the arrangement of stock and the use of fixtures in this store, a revolution which it is claimed increased the sales in all departments from five to twenty per cent. in a few months. Of course there is reason in all things. A man with a two thousand dollar stock of shoes doesn't feel justified in spending a like amount in interior fixtures. But the point is this. Every merchant should realize that a poor store front or inadequate fixtures are handicapping him tremendously, and any investment in improving these conditions is going to pay him back the biggest interest of any investment he has ever made.

Making Footwear Waterproof

Something entirely new in the shoe line is being offered in the retail store of Lord & Taylor. This is a shoe to which a waterproofing process has been applied, making it really damp-proof, without affecting in any way its appearance or its utility.

For many years tanners have tried to produce waterproof leathers, but efforts in this direction have not proven altogether satisfactory. Leather capable of resisting water has been produced, and it has been used quite extensively for special purposes, but such leathers do not meet general requirements. Among them is the viscolized leather with which the trade is familiar—thick and oily looking and used principally in men's shoes of the heavy and cheaper grades, says the Dry Goods Economist.

According to Thomas W. Meredith, manager of the Lord & Taylor shoe department, Chicago, the new process has been developed outside of the shoe and leather trades. It is, in reality, the application to footwear of a waterproofing idea which has been used extensively in fabrics.

"It was early last fall," said Mr. Meredith, "that the results of this new method were brought to my attention. The proposition looked so good to me that I agreed to give it a thorough and practical test. I arranged with a shoe manufacturer to try the idea in connection with an order for 5,000 pairs of women's shoes.

"These sold with such success that I determined to have all my women's shoes for street wear treated in the same way.

"At the same time I began to make use of the idea as a selling feature. With every pair of these shoes we sold we inclosed a printed notice informing the purchaser that the shoes were so treated as to be damp-proof.

"Mind you, we do not assert that the treatment makes shoes absolutely waterproof under all conditions of wear. We do insist, however, that shoes so treated resist water and dampness to such an extent as to make rubbers unnecessary for ordinary street wear. So great was our confidence in the process, moreover, that we offered to replace the shoes or re-treat them at any time, if they did not bear out our claims, provided the soles were in good condition.

"Up to the present time," continued Mr. Meredith, "we have sold over 50,000 pairs of these damp-proofed shoes without a single complaint having come to my attention."

Mr. Meredith also gave some interesting information as to the principle of the waterproofing process in question. Said he: "Whether the method be applied to fabrics or to leather, the idea is very simple when its theory is made clear.

"In the first place," he continued, "this proofing does not make the material air-proof. In other words, it does not affect its porosity. Nor does it in any way alter its appearance.

"It is hard for most people to understand how a porous material can resist water. It does so because of the natural surface tension of water. When the surface of a small body of water touches a substance treated by the process in question the fluid holds together and does not penetrate, whereas, when water touches an absorbent substance this surface is destroyed and the water penetrates. Even a piece of mosquito netting, properly subjected to the process, can be made to hold a quart of water if the fluid is poured into the material with sufficient care.

"To demonstrate the power of the surface tension of water, take a glass and a small pitcher of water. Fill the glass nearly full and then continue to pour in the water very slowly. You'll find that the water can be poured in until its surface at the middle of the glass is much higher than at the edges. Now wipe your little finger with pure oil and press it gently against the water, in the middle of the glass. If you use due care your finger will merely 'dent' the surface, without breaking it or spilling the water. But put a little flour

or any other very absorbent substance on the finger or on the edge of the glass and the convex surface of the water will be broken immediately, because its surface tension will be destroyed. The tendency of the proofing process referred to is to preserve this surface tension.

"It was found that in order to render leather reasonably water-resisting, without altering its appearance or lessening its porosity, different conditions had to be overcome. After four years' careful experimenting with a new substance, however, the problem was solved."

Mr. Meredith added that the damp-proof shoes his department is now handling so successfully are waterproofed during manufacture—outsole, insole, vamps, uppers and even seams being thoroughly treated. The result is a shoe which differs in no wise in appearance from an ordinary shoe and which does not "draw" the wearer's feet.

As above suggested, the shoe is not absolutely waterproof. Mr. Meredith says, however, that the many tests already given prove that it will stand ordinary street wear on a rainy day without leaking and, therefore, is to all practical purposes damp-proof.

Where Does Tan Leather Come In?

As to the outcome of the colored calf situation, I would say that in my opinion, owing to the present high prices which it is necessary for the tanners to exact when making leather suitable for high-grade shoes, many manufacturers are doing all in their power to discourage the sale of this shoe, hoping thereby to so affect market conditions that leather can be secured at lower prices, says Frank C. Allan in *The Shoeman*.

The true significance of this may be gleaned from the fact that manufacturers of high-grade shoes for men, by that I mean men's shoes that retail from \$6 upwards, are buying colored calf in quantities very nearly if not quite equal to the quantities named one year ago.

Manufacturers of such shoes are strong in their opinion that the high-priced leather will help to make the shoes made therefrom so exclusive that they will appeal to the better dressed part of the population who are always seeking for shoes that are not too closely imitated by those whose pocketbooks forbid them to pay the extreme high prices.

In those factories where medium and cheap shoes are made, colors are selling far less than for a number of years past, and a price reorganization must take place apparently before volume may be expected from these sources.

Regarding the outlook in the women's trade, some peculiar conditions have come to our attention.

There has been apparently a unanimity of action on the part of the manufacturers of women's shoes to discourage the sale of colors.

Just why this action has been taken we have been unable to find out. Isolated instances are known of retailers well posted in the local conditions in their respective sections desiring to buy colored shoes, even going to the length of making out orders and submitting them to the manufacturers, only to be discouraged and advised not to put the shoes into stock.

Past experience has shown that whenever women wear light shades in their gowns, colors have invariably been popular. A tour of inspection through the larger department stores and retailers, caterers for the better class of women's trade, shows that rarely if ever have more shades, and especially in the lighter tones like pale green, blue, yellow and lavender, and light, fluffy fabrics, been shown than this year. Excepting white shoes, which have lost their popularity for every-day street wear, no footwear fits these light colors so well as the colored shoe in shades to blend and harmonize with the gowns.

Thirty-Three Years in the Retail Footwear Business

Enterprising Halifax Dealer Has Three Flourishing Stores—Features Different Departments and Believes in Attractive Fixtures and the Value of Publicity—Pointers from Trade Press

It is just thirty-three years ago this month since W. L. Tuttle, of Halifax, made his first acquaintance with the shoe game. To-day he occupies a commanding position in the Province of Nova Scotia, conducting three successful stores. The main establishment is located at 203 Barrington street and the branches at 181 Lower Water street and 56 Portland street, Dartmouth.

Securing his first position with A. A. Bliss, Gottingen street, Halifax, in 1881, he worked there only a few months, when he was transferred to Granville street store and later was placed in charge of the Dartmouth branch. In 1886, after the death of Mr. Bliss, he bought out the Dartmouth shop. This was his initial venture in the shoe line, just five years after securing his first position. In 1899 Mr. Tuttle branched out still further and bought the business of E. & A. Thompson at 203 Barrington street, which is his present headquarters. Eight years later he opened a branch at 181 Lower Water street.

Last year the Barrington establishment was enlarged and a second flat taken over affording a floor space of over three thousand square feet with a frontage of fifty feet. The front portion of the second flat is occupied as a ladies' and children's department and back of this is the reserve stock. Mr. Tuttle devotes the ground floor of his Barrington street establishment to high-class footwear for men and there is also a basement department consisting of men's heavy boots and footwear for boys and youths.

Mr. Tuttle has found that increased business has justified the expenditure in enlarging his premises, and says that on the Saturday preceding Easter it would have been

impossible to handle the trade in his former cramped quarters. Mr. Tuttle is the agent for Walk-Over shoes and handles several leading Canadian lines. He is a firm believer in "printer's ink" and in the Halifax papers attractive announcements can frequently be seen referring to Tuttle's shoe stores. He also adopts various means of publicity and



THE MEN'S DEPARTMENT IN TUTTLE'S MAIN STORE, HALIFAX

has succeeded in building up a wide trade. It may be mentioned that Mr. Tuttle has been a subscriber and constant reader of the SHOE AND LEATHER JOURNAL since its first edition over twenty-eight years. He has always been an admirer of the fair and active attitude which the Journal has ever taken in the interest of its readers and in its



THE LADIES' DEPARTMENT IN TUTTLE'S SHOE STORE ON BARRINGTON ST., HALIFAX

endeavors to elevate the retail shoe trade and the pleasure and profit of doing business.

Two special sales are conducted each year by Tuttle's Shoe Store, one in February for Winter clearance, and the other in July and August for Summer clearance. The firm make a good deal of their one day \$3.50 boot sale for men in February, and their one day \$3.50 Oxford sale for men late in July, besides the semi-annual affairs Tuttle's have in the ladies' and children's department, Friday specials. In other words, Friday is Ladies' Day and the female members of the staff make it a sort of "At Home" for their sex.



TUTTLE'S SHOE STORE ON BARRINGTON ST. HALIFAX

Any shoes that are not cleared out at the semi-annual sales, or by special offerings are sent to auction rooms.

The store closes at 10.45 on Saturdays and at six o'clock on every other day of the week. On Wednesday afternoons during the Summer the closing hour is at twelve-thirty. Repairs are encouraged by the firm, although they have no repair shop, all work being attended to outside. Occasionally rubber heels are put on in the store while customers wait.

Very little trouble is experienced with approbation as Mr. Tuttle and his staff do not encourage it and present strong arguments in favor of being fitted on the premises. Men's hosiery is handled as well as all lines of findings, to which special attention is devoted and sales in this department are pushed hard.

Profits of Ames-Holden-McCready, Limited, for the fiscal year ended April 30th, probably will not show much margin over fixed charges and the preferred dividend. In fact, officials admit that they will be satisfied if earnings fully cover these charges. The lower earnings are a result of the depression in business which existed throughout the entire period included in the company's fiscal year. Despite the small margin of profit for the past year, the management looks to the future hopefully. Clarence F. Smith, general manager, says that the company was never in better shape than at present. He looks for a record showing of earnings as soon as business becomes active again. During the past year current liabilities have been cut down about \$800,000 and stock on hand reduced by \$700,000. This means that the company's storerooms are comparatively empty, and that when trade picks up, as it must before very long, the

company's factories will be working at full capacity to meet the demand. Retailers are carrying light stocks and have been purchasing in small quantities.

A Progressive Sales Manager

Medard Gauthier, who is sales manager of La Parisienne Shoe Company, Montreal, is still another shoeman who has achieved much by dint of hard work. He was appointed a director of the firm recently, when the company was re-organized as a limited corporation. Mr. Gauthier has had much experience in the shoe game, particularly in the selling end of it. He has been with La Parisienne Shoe Company for over three years, and was formerly on the sales staff of the old Ames-Holden Company, representing them for a period of twelve years. He is well known in shoe circles throughout the whole of Canada, and in Montreal in particular, as he has been covering that territory for some years. He has the advantage of representing a rising young shoe concern, whose business in the past four or five years has been rapidly increasing. La Parisienne Company have at present in Maisonneuve, one of the most spacious shoe establishments in Montreal, and have decided to build an addition this summer to their factory. The new wing will be 45 x 80 feet in size, and of the same height as the present building. It will more than double the capacity of the firm, who specialize in women's footwear. The company have



been paying particular attention to Ontario buyers this season, this being their first in that territory. They state that their travelers have met with a fine reception in that province. The Montreal field, which Mr. Gauthier presides over is their stronghold, however, and the credit for the large business which they do there belongs in a great measure to him. He has a fine suite of offices and sample rooms in the La Patrie Building, St. Catherine street east. He has had many years experience on the road, and feels that he has done his share of out-of-town traveling. As he says himself, "I like to see my friends in the different centres, but it certainly is worth while to be able to remain with my own family month in and month out, and it is for this reason, that I am so pleased with present conditions."

Designating Shoe Stock by Use of Number System

A Comprehensive Scheme Which Not Only Gives Each Line a Number, But Tells at a Glance What Range is in the Carton—First Figure Tells Kind, Second the Leather, Third and Fourth the Cut and Style

How do you designate your stock? Do you have the cartons plastered over with a lot of hand writing, lead pencil marks, ink characters and rubber stamp markings? If you use uniform labels, not to have some uniformity regarding the description of the shoes, does not add much to the attractive appearance of the labels.

A number of shoemen use one system and some another, but possibly one of the most complete and satisfactory for ready reference and artistic appearance, is that which is employed by Alexander Chisholm, shoe retailer, Dundas street, Toronto. It is well known that Mr. Chisholm has one of the most imposing, admirably arranged and commodious footwear establishments in Canada. The single shelf system prevails throughout his store. All cartons are uniform and all labels are exactly the same, so that a pleasing picture is presented to the visitor or customer in identifying the goods in the cartons. Mr. Chisholm uses numbers exclusively and this system may well be termed "numerical shorthand."

In going into this matter in detail, the SHOE AND LEATHER JOURNAL seeks to present the plan in as simple a manner as possible, in order that others, who may care to adopt it, can do so without difficulty.

Only Four Figures Used

There are four figures which are placed at the lower left hand corner of each label. The first figure denotes the class of shoe, the second, the kind of leather, the third, whether high or low cut, and the fourth, whether button or lace. The numbers used in each case, do not run higher than 10, and as stated, the first figure denotes the class of shoe, whether it is men's, women's, boys', girls', etc. Here is the schedule—men's, 1; women's, 2; boys', 3; misses', 4; youths', 5; girls', 6; lads', 7; infants, 8; babies, 9. In placing the stock in the shelves, the up and down system is used, and instead of starting with the smaller sizes at the bottom shelving, going up to the top and then coming down again, Mr. Chisholm reverses this order and starts with the small sizes at the top in each section, and then comes down, and starting at the top again with the second row, follows a similar method.

Second Figure Tells Leather

As already stated, the second figure in each combination, denotes the kind of leather. Figure 1 stands for Patent; 2 for Dongola; 3 for Gun Metal; 4 for Box Calf; 5 for Tan; 6 for Canvas; 7 for Suede; 8 for Split; 9 for Kangaroo; 0 for Red Kid. The next two figures up to 50, which are really the third and fourth in the four figure combination, represent high cuts and over 50, low cuts. All even figures,

both above and below 50 stand for lace shoes, and all odd ones for button. Perhaps this may seem to the ordinary reader, a little complicated, but the figures are of sufficient scope to allow the average shoeman to make use of them, no matter how many lines he may carry. The figures really start at 1100 and could go up to 1200 in patent leathers, and as soon as 1200 is struck, this would mean a man's dongola shoe, it being pointed out previously that one stood for patent; 2 for dongola; 3 for gunmetal; 4 for box calf, etc. There is scarcely any dealer who carries 100 different lines of men's patent leather shoes, so that the method is amply extensive for any ordinary stock. For instance, in men's patent leather shoes, the lines selling at \$2.50 to \$3.00, could be from



ALEX CHISHOLM, TORONTO

1100 to 1109; those selling for \$3.50, from 1110 to 1119; Those at \$4.00, from 1120 to 1129; those at \$5.00, from 1130 to 1139; those at \$6.00, from 1140 to 1149, and so on.

The attached table will furnish an accurate guide to any shoeman who desires to follow this numerical system, and really explains how simple it is. Each shoe thus has a stock number and this stock number, is different from the number in the ordinary store, in that the former conveys to the clerk not only the stock number, but along with it, the kind of leather, whether high cut, low cut, etc. It may be argued that, while identifying all lines by numbers may be easy for a proprietor and the head of the department, still, if a new clerk comes in, it is likely to prove complicated. This is not the case, as the simple table can be learned in

| Class of Shoe | Leather | High or Low Cuts | Lace or Button |
|---------------------------------|----------------|--|--|
| Men's (5½-11).....1 | Patent.....1 | All numbers up to 50 represent high cuts, and all over 50, low cuts. | All even numbers both below and above 50 represent lace, and all odd numbers, buttons. |
| Women's (2½-7).....2 | Dongola.....2 | | |
| Boys' (1-5).....3 | Gunmetal.....3 | | |
| Misses' (11-2).....4 | Box calf.....4 | | |
| Youths' (11-2).....5 | Tan.....5 | | |
| Girls' (8-10½).....6 | Canvas.....6 | | |
| Lads' (8-10½).....7 | Suede.....7 | | |
| Infants' (3-7½), spring heel..8 | Split.....8 | | |
| Babies' (0-4).....9 | Kangaroo.....9 | | |
| No heel. | Red Kid.....0 | | |

a few minutes and owing to the methodical arrangement of the stock on the shelves, no errors can be made.

In order to interpret this table, the SHOE AND LEATHER JOURNAL is giving a few simple solutions.

For instance, 1467 would be a man's box calf button oxford, as 50 represents high cuts and all over 50 low cuts,



THE CHISHOLM LABEL. THE NO. HERE INDICATES A WOMAN'S PATENT BUTTON BOOT

and in each case, the odd figures are button and the even ones lace.

2556 would be a woman's tan lace oxford, pump or slipper, as under the heading of low cuts, come oxfords, pumps, slippers, etc.

3234, a boy's dongola lace boot; 6531 would be a girl's tan button boot; 7658 would be a lad's canvas lace oxford; 2739 would be a woman's suede button boot; 4147 would be

Chisholm's Footwear

\$4.50

Ask for No. 1378

PRICE TICKET DISPLAYED ON SHOES IN WINDOW

a misses' patent button boot; 5816 would be a youth's split lace boot; 6793 would be a girl's suede button oxford or pump. 9028 would be a baby's red kid lace boot; 1917 would be a man's kangaroo button boot.

Thus one can see at a glance, in referring to the table, how simply this notation works out.

A Busy Captain of Industry

One of the younger business men of Berlin who devotes a goodly portion of his energies to the development of the city, as well as to the industry with which he is so prominently connected, is A. J. Kimmel. He is an active member of the Board of Trade. It was as a shipping clerk in the Berlin Felt Boot Co. that he first attracted attention. He was rapidly promoted, and when he severed his 15 years' connection with that estimable concern he had risen to Sales Manager. In 1900 he was prominent in the organization of the Elmira Felt Co., and in 1908 the Canadian Consolidated Felt Co. was formed with a capital of two million dollars with Mr.

Kimmel as Vice-President and General Manager. But that did not end his activities, for, in the meantime, he became associated with large Canadian rubber interests, which later were merged in what is now the gigantic Canadian Consolidated Rubber Co., Limited. To cap the climax to a useful career, he, with T. H. Rieder, another native son of Berlin, engaged in the establishment of a new Rubber Tire Factory, which has recently been completed at a cost of over a half million dollars, and constitutes one of Berlin's finest manufacturing structures. Mr. Kimmel is of a retiring disposition, seeking not honor and glory, but quietly pursuing the even tenor of his way.

How Shoe Repair Prices Range

If you conduct a repair department you will be interested in the schedule of prices received by the high and medium grade stores and local repair men in Boston.

| | High Grade Stores | Medium Grade Stores | Shoe Repairers |
|--|-------------------|---------------------|----------------|
| Men's whole sole and heel..... | \$2.00 | \$1.65 | \$1.50 |
| Men's whole sole and rubber heel... 2.00 | 2.00 | 1.75 | 1.70 |
| Men's half sole and heel..... | ... | 1.40 | 1.25 |
| Men's half sole and rubber heel.... | ... | 1.50 | 1.45 |
| Women's whole sole and heel..... | 1.75 | 1.50 | 1.25 |
| Women's whole sole and rubber heel. 1.75 | 1.75 | 1.65 | 1.45 |
| Women's half sole and heel..... | ... | 1.25 | 1.00 |
| Women's half sole and rubber heel.. | ... | 1.35 | 1.20 |
| Women's leather heels..... | .50 | .30 | .25 |
| Men's leather heels..... | .50 | .40 | .30 |

The Boston Retail Merchants' Association investigated this subject recently, and as a result recommended the following scale of repair prices for the Boston trade:

| | |
|---|--------|
| Men's whole sole and heel..... | \$1.65 |
| Men's whole sole and rubber heel | 1.85 |
| Men's half sole and heel..... | 1.25 |
| Men's half sole and rubber heel..... | 1.50 |
| Women's whole sole and heel..... | 1.50 |
| Women's whole sole and rubber heel..... | 1.65 |
| Women's half sole and heel..... | 1.15 |
| Women's half sole and rubber heel..... | 1.25 |
| Women's heels | .30 |
| Men's heels | .40 |
| Lowering heels on new shoes..... | .25 |

Here are the average prices charged in the average Ontario town or city:—

| | |
|---|------------------|
| Men's sewn whole sole and heels (from toe to heel) .. | \$1.50 |
| Men's sewn soles and heels | 1.25 |
| Men's sewn soles only | .85 |
| Men's heels only..... | .30 |
| Men's nailed soles..... | .65 |
| Ladies' sewn soles and heels | .90 |
| Ladies' sewn soles only..... | .65 |
| Ladies' nailed soles only..... | .50 |
| Ladies' Heels | .25 |
| Boys' sewn soles and heels, 1 to 5½..... | 1.00 |
| Boys' Nailed soles and heels, 1 to 5½..... | .75 |
| Youths' sewn soles and heels, 9 to 13½..... | .80 |
| Youths' nailed soles and heels, 9 to 13½..... | .60 |
| Misses' sewn soles and heels, 11 to 2..... | .80 |
| Misses' nailed soles and heels, 11 to 2..... | .60 |
| Child's nailed soles and heels | .55 |
| Patches and rips | Upwards from .10 |
| Rubber heels, men's | .50 |
| Rubber heels, ladies' | .40 |
| New leather heels | Upwards from .40 |
| Button put on with fastener..... | .10 |
| Tan boots dyed black..... | .25 |
| Shoe stretched | .10 |



AMONG THE SHOE MEN.

J. Fisher, Lougheed, Alta., has opened a shoe repairing shop.

James Aird & Co., shoe manufacturers, Montreal, have registered.

J. & J. Sayer, of Havelock, have opened a branch store in Hastings, Ont.

D. J. McDermott, of the McDermott Shoe Co., Montreal, was in Boston recently.

The assets of Jos. Maranda, shoe dealer of St. Joseph de Beauce, have been sold.

Ralph Locke, of Dufresne & Locke, Montreal, has returned from a holiday trip.

The Edmonton Leather and Shoe Co. recently increased their capital stock to \$150,000.

R. L. Savage, of Jackson & Savage, Montreal, was in Toronto last week on business.

A winding-up order has been applied for in the Eastern Rubber Co., Limited, Montreal.

D. J. Johnston with Geo. G. Lennox, Winnipeg, was in Montreal and Toronto last week.

L. D. Wilson, of the Hudson Bay Co., Vancouver Branch, was in the East recently.

The Aylmer shoe factory in Aylmer, Ont., has entered a team in the town baseball league.

C. B. Sherry, shoe dealer of Frankford, Ont., has made an assignment to M. B. Morrison.

J. T. Lemire, Montreal, has opened an up-to-date shoe store at 380 St. Catherine street east.

J. B. Douglas, shoe dealer, of Calgary, spent a few days in Toronto during the past week.

In a fire which visited Petrolia, the premises of F. Stewart, shoe repairer, were destroyed.

John Orr, of the Yale Shoe Store, Winnipeg, has purchased a new five passenger touring car.

Considerable new machinery has been installed in the shoe factory of Tourigny & Marois, Quebec.

John 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 Montreal during the last week in May.

Mr. Taylor, of the Hudson Bay Co., Calgary, was on a buying trip to Montreal and Quebec last week.

W. Lawson, of the Carey Shoe Co. store, Chatham, Ont., was in Toronto last week on a buying trip.

C. H. Bailey, an official of the U.S.M. Co., Boston, was a recent visitor to the Montreal office of his firm.

John Fraser, representing A. Herzog, shoe findings, New York, was in Toronto last week on business.

C. J. Fitzgerald, of the Cook-Fitzgerald Co., Limited, London, was in Toronto recently on a business trip.

Frank Power, who represents several Montreal shoe firms in Eastern Ontario, has returned to Montreal.

Wm. Halnan, who for eighteen years conducted a shoe store in Oshawa, sold out last week to Harry Samells.

The partnership existing between Phaneuf & Larose, wholesale shoe dealers, Montreal, has been dissolved.

The National Rubber Co. has been organized with headquarters in Hamilton and a capital of \$500,000. The company will manufacture all types of rubber goods, including

boots, coats and automobile tires. Hamilton capitalists are at the back of the organization.

Harry Thompson, of the Thompson Shoe Co., Montreal, who has been ill with pneumonia, is rapidly recovering.

A shoemaking concern is negotiating with the Board of Trade in Strathroy to establish a factory in that town.

The annual conference of the Miner Rubber Co.'s selling agents will be held at Granby, Que., on June 25 and 26.

J. Barbeau, foreman of McKay room, No. 1 factory, Ames-Holden-McCready, Limited, Montreal, has resigned.

The Retail Merchants' Association of Strathroy, Ont., put on "Dollar Days" in that town on May 29th and 30th.

F. W. Knowlton, of the U.S.M. Co. of Canada, Montreal, has been visiting the trade in the Maritime Provinces.

A. Levy and Sol. Bachrack, Toronto, are on a business trip to Boston, Montreal, Quebec and other eastern shoe centres.

Duchaine & Perkins, Quebec, have had pulling over machines installed in their factory by the U.S.M. Co. of Canada.

F. H. Scott, of the Vancouver warehouse of Gutta Percha & Rubber, Limited, spent a few days in Toronto last week.

Ben Martin, sales manager for the John Ritchie Co., Quebec, was in Toronto and other Ontario cities last week on business.

Charles Tilley, of C. Tilley & Son, Toronto, who has been spending the past few months in California, has returned home.

J. A. Adams, vice-president and general manager of the Murray Shoe Co., London, is visiting Montreal and Boston for a few days.

Albert Baker, Goodyear agent of the U.S.M. Co., Montreal, has gone to Quebec to replace his father, who has gone on a fishing trip.

Chas. Newton, who is manager of the shoe department of Robinson's departmental store, Winnipeg, was in St. Paul recently on a buying trip.

E. J. Phillips, eastern representative of C. Parsons & Son, Toronto, has returned from a business trip to Boston and other eastern centres.

W. V. Matthews, superintendent of Ames-Holden-McCready Limited, Montreal, was a visitor last week in New York, Chicago and Boston.

I. Hartman, of the Hartman Shoe Co., Haverhill, Mass., manufacturers of women's turns and McKays, was in Toronto last week on business.

B. McGowan has opened a shoe repair shop in the Clement Block, Perth. Until recently he was engaged with Roy R. Wilson of that town.

S. H. Packard has been appointed purchasing agent for Ames-Holden-McCready, Limited. He has had considerable experience in American factories.

G. A. Blachford, of the Blachford Shoe Mfg. Co., Toronto, and wife, who have been spending a few holidays in Muskoka have returned home.

The many friends of Ivan M. Dickson, Northern Ontario representative for Walker, Parker & Co., Toronto, will sympathize with him in the loss of his mother who

**The
NUGGET
POLISH CO. LTD.**

**Seventh
ANNUAL DINNER
and
CONCERT**

SATURDAY, MARCH 7, 1914.

Horns Hotel *Refined*
Kennington. in the Chair.

MENU CARD DISTRIBUTED AT ANNUAL DINNER OF NUGGET
POLISH CO., HELD IN KENNINGTON, ENG.

passed away in Toronto on May 26th. His brother, Peter, manager of A. E. Rea & Co., Ottawa, was drowned on the Empress of Ireland.

Victor Lachambre has been appointed to represent La Parisienne Shoe Co., Montreal, in Quebec Province, outside the cities of Quebec and Montreal.

D. J. DeVine, of Winnipeg, and son, were in Peterboro recently being called east owing to the death of Mrs. M. O'Connell, mother of Mrs. DeVine.

C. S. Pace, late of Saskatoon, where his shoe store was wiped out by fire some time ago, has gone to Edmonton, where he has taken a good position.

J. J. Connor, Western Canada representative for McLaren & Dallas, Toronto, has returned from an extended trip throughout the Prairie Provinces.

Mr. Spurgeon, who recently bought out the shoe business of C. J. Clapp, Picton, has taken up his abode in that town. He is a former resident of Hamilton.

The Lynn Shoe Co., 529 St. Catherine street east, Montreal, have about completed renovations which very much improve the appearance of their establishment.

Frank DeLancey, superintendent of J. & T. Bell factory, Montreal, has returned from a trip to American shoe centres, and reports conditions there as being very quiet.

The A B C distributors of Toronto, of which H. A. Beatty is manager, have opened an office in Winnipeg, which is in charge of Geo. Owens, formerly of Montreal.

A burglar managed to break into the Yale Shoe Store, 321 Portage avenue, Winnipeg, and succeeded in

getting away with twelve shoes (four pairs and four odd ones) and four slippers (one pair and two odd ones). The boots were valued at \$5 and \$6 a pair, and the slippers at \$2 a pair. No cash, save a few coppers, had been left in the till.

The Canada Last Co., Toronto, who are now located at Van Horne street, will erect a new factory. The building will be a two-storey brick one, 36 x 42 feet and will cost about \$9,000.

George Heal, representing Patch & Co., London, G. T. Hawkins, Northampton, and W. C. Terry & Co., London, has been calling upon the trade in Montreal, Toronto and other cities.

Bows are being placed on pumps that just snap on. This is quite a novelty in so far as a leather bow may be snapped on one day, a ribbon bow another day or a leather covered slide the next day.

J. G. McDiarmid, of Toronto, western representative of the Cook-Fitzgerald Co., London, Ont., has returned from an extended Fall selling trip throughout the Prairie Provinces, going as far as Vancouver.

A small fire in the big warehouse of the Ames-Holden-McCready Co., Limited, Winnipeg, did damage to the extent of between \$1,000 and \$2,000. It is supposed to have been caused by spontaneous combustion.

C. R. Gray, of Toronto, who represents A. Porteous & Son's leather factory, Edinburgh, and James Aikman & Sons, boot and shoe jobbers, of the same city, leaves shortly on a business trip to the Old Country.

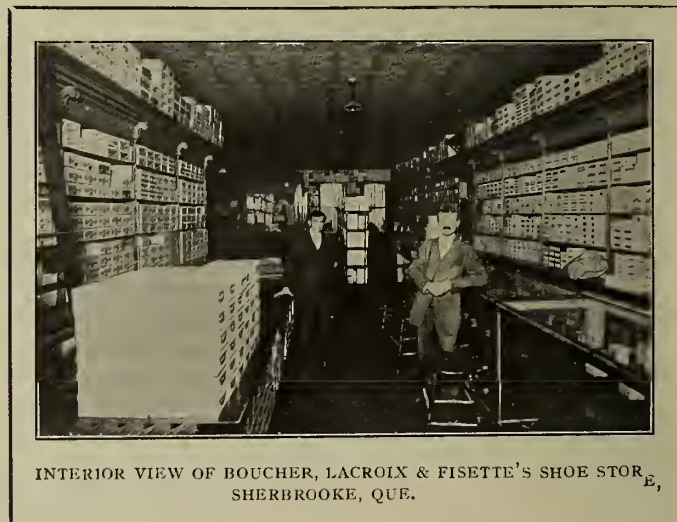
R. E. Jamieson, general salesmanager of the Canadian Consolidated Rubber Co., Limited, has been on an extended trip throughout Western Canada, visiting all the branches, and is at present in Winnipeg on his return.

The installation of a complete equipment of machinery in Blachford Shoe Company's factory, Toronto, is being made by the U.S.M. Co. of Canada, who expect to have the job completed in a couple of weeks' time.

John S. Rogers, manager of the A. Carruthers Co., Limited, dealers in and exporters of hides, wools, etc., Winnipeg, and wife, have returned from a business and pleasure trip to Japan, Honolulu and California.

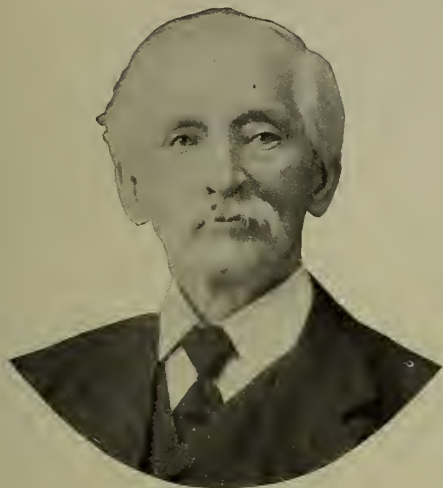
The Perth Shoe Co., of Perth, Ont., report that business is coming in very satisfactorily. The plant is running full blast and increasing its output right along. The company have fourteen sets of samples on the road.

There has been an advance of about 15 to 20 per cent. in the price of leather laces, such as the porpoise, single tag, spiral tag, etc. Canadian findings houses have received advices to this effect from several Old Country firms. Raw hide hockey laces, from 45 to 72 inches in length which are



DEATH OF S. P LOGEE

A veteran business man and respected resident was claimed by death last week in the person of Mr. S. P. Logee, of Ingersoll, Ont., who died after a long illness. He



had reached an advanced age and his death was largely due to a general breaking up of the system. The late Mr. Logee had been a resident of Ingersoll for upwards of fifty years. For a number of years he was engaged in the manufacture of pumps, his shop being on the site of St. James' church. He was a pump-maker by trade and established a large business throughout the county. About twenty-five years ago he engaged in the boot and shoe business, which he conducted very successfully up to a few years ago, when he retired.

made in Canada, have also been advanced some 10 per cent. The reason given for the higher prices in each instance is the ascending figure for leather of all kinds.

Thos. Abbott has opened a new shoe shop in Burk's Falls. Mr. Abbott, who has been appointed bandmaster of the Burk's Falls Band, is a former resident of Parry Sound.

Some makers of novelty styles in women's shoes have succeeded in making a full Louis heel of leather. It has a slender neck and a concaved breast, and it is, altogether, a very accurate imitation of a Louis wood heel.

James Newton, 171 Grace street, a shoemaker, seventy years of age, was found dead recently in the rear of his store at 5 Brunswick avenue, Toronto. He had been dead for some time. Death is said to have been caused by heart trouble.

August Kaufman, night watchman, accidentally fell into a vat of boiling liquid in the Breithaupt Leather Co.'s tannery in Berlin. He called for help but before assistance arrived managed to get out himself. He was terribly burned.

The Consolidated Rubber Co. has decided to move its entire footwear plant from Montreal to Granby. This means that the output of the company's factory in that town will be increased threefold and considerable extra help will be required.

The Panther Rubber Co., Sherbrooke, Que., is now in full swing. A number of expert operators have been engaged and are acting as teachers to local help. The products of the company are widely known in the United States and Canada.

According to a report from Regina the Western Tire and Rubber Company intends to erect a \$175,000 tire fac-

tory at St. Boniface, instead of Regina, as originally proposed. It is understood that the new factory is to be erected within the next year.

Norman L. Macdonald, of the Edmonton Leather and Shoe Company, Edmonton, acted as temporary secretary at a meeting recently held in Edmonton, for the purpose of organizing local manufacturers in affiliation with the Canadian Manufacturers' Association.

Robt. Ayling and J. F. Bentley, both of Toronto, have joined the selling staff of F. J. Weston & Sons, and have entered upon their new duties. Mr. Ayling is covering the Niagara Peninsula, while Mr. Bentley is looking after a large portion of Western Ontario.

An early closing by-law has been passed in Brantford, whereby the shoe stores will close at 7 o'clock each night, except on Saturdays and nights preceding public holidays. The by-law was largely signed and is being welcomed with a great deal of interest by the trade.

A sheriff's sale of the effects of Eli Goldin & Son took place this week in Toronto. The firm made boys' shoes and also dealt largely in findings. The stock of factory goods and shoes in process of manufacture, findings, machinery and fixtures, etc., amounted to about \$5,000.

Among those who have returned from extended business trips throughout the Western Provinces are H. E. Wettlaufer, representing Charles A. Ahrens, Limited, Berlin;

HAVE CLOSED SPLENDID YEAR

A. Brandon, of the Brandon Shoe Co., Brantford, leaves in a few days for Boston and other eastern shoe centres to look over the new styles for spring and to get in touch with the leather market with respect to prices, output, etc. Mr. Brandon also visits many of the factories in the New England States to study the latest improvements and keep pace with the trend of events. The Brandon Shoe Company have



just finished stock taking and find they had a very successful year—in fact, the most successful since they have been in business. The factory is now busy on Fall orders.

PRESENTED WITH GOLD WATCH



E. F. Leonard, who has been superintendent for the Slater Shoe Company for the last four years resigned recently and was presented with a gold watch and chain by the foremen of the Slater Shoe Company, Montreal. The presentation was made by Mr. D. Leighton, who also presided at the gathering. Mr. Leonard is going to take a rest for a while, at his summer cottage at

Nantasket Beach, Me. Among those present at the presentation, were H. W. Algeo and A. T. Coleman, of the United Shoe Machinery Company, Mr. H. H. Lightford, general manager of the Perth Shoe Co., of Perth, Ont., and Mr. W. A. Lane, of James Scott Leather Company, of Quebec. Mr. Leonard is the founder of the Superintendents' and Shoe Foremen's Association, which has its headquarters in the Read Building, and previous to coming to Montreal was the United States inspector for the army shoes.

L. M. Stock, of Walker, Parker & Co., Toronto, and W. E. Short, of the Kingsbury Footwear Co., Montreal.

E. J. Williams, one of the sales managers of Ames-Holden-McCreedy, Limited, Montreal, who has been visiting the branches in Winnipeg, Edmonton, Calgary and Vancouver, is spending a few days in Toronto with Charles Bonnick, manager of the Toronto warehouse.

H. G. Middleton, of the H. G. Middleton Co., Limited, one of the leading shoe wholesalers of Winnipeg, spent a few days in Muskoka on a fishing trip, and was highly delighted with the beautiful lakes. He was accompanied by P. M. Goff, inventor of the Dr. Goff's hygienic health shoe.

W. George Hankinson has been appointed agent in Sudbury for the Tally-ho shoe. He began business in Sudbury in 1910, starting a men's furnishing store in a modest way and building up a very large trade. He is chairman of the Board of Health of Sudbury and has held a number of other important positions.

The Shoe and Leather Reporter of Boston has purchased the Shoe and Leather Weekly of Chicago, and the latter publication will be discontinued. A. H. Lockwood, who was owner and editor of the Chicago publication, will remove to Boston and will accept a position in charge of the editorial department of the Reporter, commencing his duties with that company June 1st.

The Goodyear Shoe Repair Co., 625 Pender street, Vancouver, have taken in the shop next to them, which has been fitted up as a waiting room while patrons are having their shoes repaired. Geo. H. Morris founded the Goodyear Shoe Repairing Co. seven years ago and has steadily built it up ever since. All the latest improvements in the way of equipment have been installed.

It is learned on good authority that a Walk-Over Shoe store will in a few months open in Toronto. The location will be at 290 Yonge street, in the building owned by C. F. Tugman, of the Royal Shoe Co. The present structure will be torn down and a handsome new shoe house erected, the depth of which will be 156 feet and the width 31 feet. It is understood that the Walk-Over people have leased the new store for a period of ten years.

J. W. Hewetson, of the J. W. Hewetson Co., shoe manufacturers, Brampton, accompanied by his wife and daughter, has gone on a trip to England and the continent. Mr. Hewetson has lately purchased the residence in Brampton of George L. Williams and has removed from Toronto

to that town. The Hewetson Co. report that the outlook for Fall business is very good and in addition to their other lines have started to manufacture boys' McKays.

A fire, which is supposed to have been of incendiary origin, occurred at Listowel, Ont., recently, causing the destruction of the large frame building formerly known as the Listowel Tannery. The building was erected about thirty years ago, and was one of the town's landmarks. Breithaupt Bros., of Berlin, Ont., were the owners of the building, which was closed for tanning purposes some few years ago, owing to the problem of sewage disposal and the scarcity of bark for tanning. The building was not insured.

Harry Steel, formerly of the cutting room of the Wm. A. Marsh Co., Limited, Quebec, has been appointed superintendent of the Solid Leather Shoe Co., Preston. He learned his trade in London, where his father was a shoe manufacturer for several years. He was brought up with the smell of leather in his nostrils and after coming to America served for considerable time in leading factories in the United States. Mr. Steel is in every way qualified to make good shoes and is meeting with splendid success in his new position.

John F. Tobin, president of the Boot and Shoe Workers' Union, will attend the Congress of the National Union of Shoe Operatives and Leather Workers at Vienna, Austria, August 20th next. The Boot and Shoe Workers' Union is affiliated with the National Union and Mr. Tobin represents the American organization. There will be representatives from shoe workers' organizations at the convention from all over the world. Mr. Tobin will specially address the delegates on the progress of the Boot and Shoe Workers' Union in Canada and United States.

The coroner completed the inquest on the remains of the late Miss Dubois, who was brutally murdered at her



INVITING INTERIOR OF SHOE STORE OF A. M. REID, KINGSTON

home in St. Sauveur, Quebec, on May 3rd, the jury returning a verdict of wilful murder against the young man Dion, who was formerly a clerk in the employ of her father's shoe store. There were four witnesses examined, including Dr. Derome, of Montreal, who examined the coat that Dion is said to have worn on the morning of the murder. The doctor testified that he found human blood scattered over the front of the garment. He was sure it was human blood. The other witnesses gave evidence of the movements of Dion on the fatal day. The prisoner was subsequently taken to the Court of Sessions for preliminary examination.

The W. E. Woelfle Shoe Co., of Berlin, manufacturers of women's fine McKay shoes, have recently added a con-

What does it profit
a dealer to sell shoes
that fail to give satis-
factory wear

?

- ¶ There is no chance of a pair of "Everyday" shoes failing to pass this test. Every pair is made in the same careful manner, with the best of materials and must pass a rigid inspection before leaving our factory.
- ¶ You'll find the "Everyday" shoe will please your customers both as regards looks and wearing quality.
- ¶ The "Everyday" line is one you can handle pleasantly and profitably.

THE T. SISMAN SHOE CO., LIMITED

Mfrs. of the "Everyday" Shoe

AURORA, ONT.

THE
AHRENS
SHOE is Solid Leather
all Through

It is made by an organization of style men, merchandising men and craftsmen, whose combined efforts have resulted in a shoe that pleases the wearer by its style, fit and serviceability; that pleases the dealer at the ready way it sells, at the very substantial profit it gives.

You owe it to your business to give them a trial.

Charles A.
AHRENS
limited.
BERLIN, ONT.



siderable equipment to their fitting room. The firm have been very busy with sorting orders during the past few weeks, working ten hours a day, and they are now in splendid shape to handle immediate delivery business. They report that orders for Fall are coming in nicely and the territory throughout the Dominion is being thoroughly covered by the following representatives of the firm: Maritime Provinces and Prince Edward Island, Messrs. Killam and Semple; Ottawa Valley, E. E. Code; Toronto and Eastern Ontario, L. J. Iles; Western Ontario, W. E. Woefle; Manitoba and the West, G. G. Lennox; British Columbia, F. Henderson; Niagara Peninsula, W. S. Wood.

Owing to the warm weather, business in the retail shoe line has greatly improved and the sale of men's Oxfords and women's Colonials is reported as very satisfactory, particularly in the cities. The demand for tennis and sporting shoes has also been quite active. Jobbers report that a very good sorting business is being done, but on the whole, the volume is not up to last year. Stocks with retailers are getting rather low and the majority of dealers throughout the



ONE OF THE LATE OFFERINGS IN MEN'S BALS
IN PARIS, WITH PLAID TOP

country report a falling off in business. This is owing to the general depression and the fact that a large number of people are out of work in many towns and cities, particularly in the West. However, it is confidently expected that conditions will improve this Fall. Some shoe factories are busy, while others are only running a portion of the time. The output of tanneries in general is about 50 per cent. of normal and buying is in small quantities.

The National Boot and Shoe Manufacturers' Association has appointed William H. Duling, of Laird, Schober & Company, of Philadelphia, and Frank J. Bradley, of Hazen B. Goodrich & Company, of Haverhill, Mass., delegates to the First National Foreign Trade Convention, to be held at Washington, D.C., May 27th and 28th. This convention is the first nation wide business men's conference on the subject of American foreign trade, which now amounts to more than \$4,000,000,000 annually. The lack of any definite national foreign trade policy for the retention and extension of this trade caused the American Manufacturers' Export Association, American Asiatic Association and Pan-American Society to organize a general committee, of which Lloyd C. Griscom, formerly minister to Japan and ambassador to Italy, is chairman, and the heads of various industries and organizations interested in the foreign trade are members.

The Boston Shoe Co., in liquidation, and Vincent Lamarre, liquidator, lost in a suit against Philip E. Frank and Henry Frank, members of the company, the case cen-

tering about the proprietorship of a lease extension covering the premises of the company, at the corner of St. Catherine and Mansfield streets, Montreal. The company had entered into a long term lease, but some six years ago a further extension was secured. As this extended lease was a valuable asset, the liquidator asked that it be handed over to be disposed of for the benefit of all the creditors. The defendants pleaded that they had acted in their personal capacity in negotiating for the extension, and that thus the extended lease was their own personal property and in no wise the property of the company. The whole case centred about the interpretation of the provisions of the extended lease, and Mr. Justice Mercier, after reviewing the pleadings at some length, found for defendants.

NEWSY BRIEFS FROM QUEBEC

The shoe factories here are working on their new samples for Fall. Orders are not coming in very rapidly and there is not a very bright prospect for a busy summer. There is a demand for heavy leathers, especially black and in colors. Mahogany tan calf seems to have taken the advance over all other kinds. The new leather is reported to be very popular. Plain toe pumps in patent are in good demand and gunmetal leather is reported to be taking well. The business of the retail trade is not as active for this time of the year as it should be. The cause is attributed to the depression that is general in all lines.

The old Tourigny & Marois building, which was burned some months ago, has been torn down to make way for the new factory of the firm, which will be erected at an outlay of \$100,000, and when completed will be one of the most modern and best equipped in the Ancient Capital.

Flower Day was celebrated last week and there were about 100 motor cars in the parade. All the vehicles were decorated with natural flowers. Among the fine cars decked out in nice style were seen those of A. Duchaine, John Perkins, Ludger Duchaine, A. E. Marois, O. Goulet, all shoe manufacturers, and amongst the tanners, the automobiles of Oscar Clement, Edgar Clement, Albert Racine, Wilfred Cantin and Louis Guay, were noticed.

Among the visitors in the city during the past few days, were Wm. Linklater, of the Boston Blacking Co., Montreal; E. Whitley, of Fred Whitley & Co., Montreal; J. E. Matheson, of the United Awl and Needle Co., West Medway, Mass.; G. E. Dalrymple, of J. A. Dalrymple & Co., Haverhill, Mass.; Chas. E. Briggs, of Laird, Prior & Co., Brockton, Mass.

CANADIAN SECTION AN ASSURED SUCCESS

Plans for the big Shoe and Leather Fair to be held in Boston, July 8th to 15th, are fast getting into shape. The managers of the Fair report that the special section of spaces reserved for British and Canadian exhibits has been almost entirely sold and they are planning to open up another row of spaces across the aisle. This Canadian and British section should be one of the most interesting features of the Fair, and no doubt there will be a large attendance from the Dominion as well as from across the water.

The program for the International Shoe and Leather Week, which is held under the auspices of the New England Shoe and Leather Association during the Fair week is:—
Wednesday, July 8th.—Opening of National Shoe and Leather Market Fair, Mechanics Building.

Thursday, July 9th.—Harbor excursion and dinner at Nantasket, complimentary to visiting members of the trade.
Friday, July 10th.—National Shoe Retailers Association Day, with meetings at Mechanics Building.

Saturday, July 11th.—Shoe Factory and Superintendents' Day. Meeting at Mechanics Building.
 Monday, July 13th.—Special Canadian Day.
 Tuesday, July 14th.—Automobile trip to United Shoe Machinery Company's factories at Beverly.
 Wednesday, July 15th.—New England Trade Organization Day and closing of Fair.

HAVE ADDED A STOCK DEPARTMENT

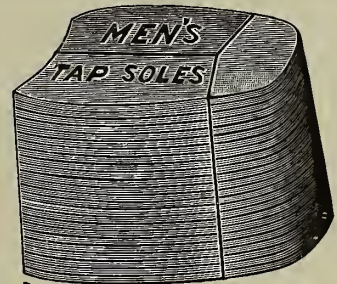
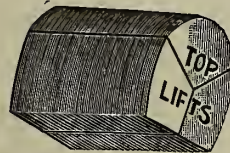
The Hartt Boot and Shoe Co. have issued an exceptionally attractive and imposing catalogue illustrating many of the lines produced by this enterprising Fredericton firm. The booklet comes in an artist's green duplex cover with embossed gilt letters and announces that, owing to the constant and rapidly increasing volume of repeat orders, the firm are adding a stock department, and all orders are shipped from this new branch on the same day as received. The lines carried in stock are made up on the best selling lasts and patterns. The illustrations on the heavy coated paper in the booklet are clear and true and faithfully represent every detail of the remarkably fine line of shoes. The Hartt Boot and Shoe Co. was incorporated in 1899 and at

first made a general line of shoes, but soon discovered that to be successful it would be necessary to confine their efforts to fewer ranges. The result was that they discontinued making misses' shoes and some time later ceased manufacturing women's footwear. For some years past they have condensed their efforts to making nothing but men's and boys' wels in which splendid progress has been made. For the past three years the business has been managed by President J. D. Palmer and Vice-president J. A. Reid. Besides being the active management of the concern they are practical owners as well. To-day the Hartt Boot and Shoe Co., with its trade marked shoes of Hartt and Gold Bond is known from one end of Canada to the other, and ranks high among the manufacturing institutions of the continent.

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.

Established Over Half a Century



TAP SOLES

We carry a complete line, and stand back of every dozen

THE BREITHAUPT LEATHER CO., LIMITED

BERLIN - - - ONTARIO

KANGAROO

RICHARD YOUNG CO.

We are Headquarters for all Finishes, Grades and Kinds

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

Sheepskins Skivers "Ryco" Matt Kid

Branch: 54 South Street, BOSTON, MASS.

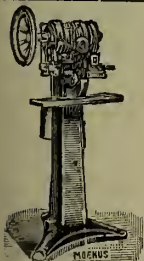
W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED ON CONSIGNMENTS.

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

Cable "HIDES." Telecaster.

"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





“LEADER” WELTS are Leaders in Quality

When you are ordering Men's Shoes it pays you to concentrate your business with a manufacturer who concentrates all his efforts in the making of

\$3.00, \$3.50, \$4.00, and \$5.00 Shoes
FOR MEN

This is the reason you should buy
“LEADER” SHOES FOR MEN, BOYS,
YOUTHS, AND LITTLE GENTS

By so doing you get comfort, style, and workmanship to a high degree embodied in a Welt shoe.

HAVE YOU PLACED YOUR ORDER WITH OUR
TRAVELER YET? IF NOT, TRY US WITH A
SORTING ORDER. YOU WILL THEN
PLACE WITH US REGULARLY
IN FUTURE.

CORBEIL LIMITED

Manufacturers of Good Shoes to Retail at \$3.00, \$3.50, \$4.00 and \$5.00
Specialists in Men's, Boys', Youths', and Little Gent's

Warehouses and Factory:
63-71½ ST. PAUL ST.

MONTREAL

Offices:
71 ST. PAUL STREET

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
MONTREAL, Que.

122 Adelaide St. West, Toronto

492 St. Valier St., Quebec

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

**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



So-Cosy
TRADE MARK
Shoes for Baby

are stylish. They fit baby, and are comfortable
—BESIDES, THEY PLEASE MOTHERS.

THE HURLBUT CO. LIMITED
PRESTON CANADA

DUCLOS & PAYAN
Manufacturers of CHROME SIDE LEATHER

Box Sides

Velours

Matt and Waterproof Sides
Chrome Sole

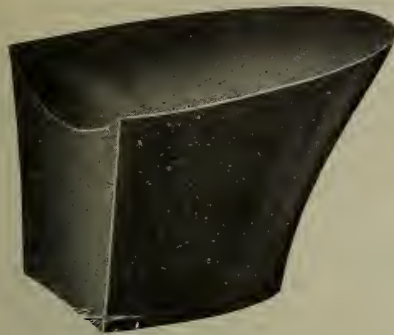
Factory and Office, Store, 224 Lemoine St.
ST. HYACINTHE. MONTREAL

**LEATHERS YOU
CAN DEPEND ON**

They're the only kind we find it profitable to produce.
They're the only kind you can afford to put in your
boots and shoes.

ASK US ABOUT OUR UNION
SLAUGHTER AND SWEAT SOLE LEATHER

Logan Tanneries Limited
PICTOU, N.S.



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

Ontario Sales Agent: W. J. BAGGS, 638 Shaw St., Toronto
Phone College 8241



Your Guarantee of Quality

Mayer

Buy your SANDALS in Canada and Save duty—Made to Wear—Goodyear Stitched.

Stitchdown Sandals

Exclusive Specialty

Th. Mayer, 624-626 St. Paul 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

Ontario Sales Agent: W. J. BAGGS, 638 Shaw St., Toronto



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



Satisfaction Guaranteed

by factories using

Ullathorne's

ENGLISH-MADE

Shoe Thread

Stocked by all Wholesale Dealers

The Original HEEL BALL Manufacturers

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 BARRIE TANNING CO., Limited

Tanners and Hide Dealers

FACTORY AND HEAD OFFICE: BARRIE, ONT.

Makers of—

STAPLE LEATHERS
FANCY “
BAG “
STRAP “
COLLAR “

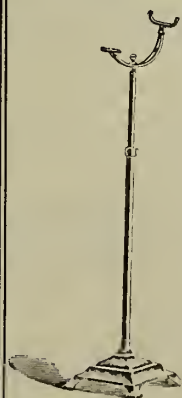
CASE LEATHERS
TRUNK “
SHOE “
BRIDLE “
SPLIT “

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



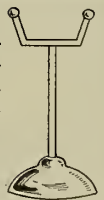
No. 201

Made in nickel plated brass. Telescope to open up from 15 to 27 inches high. Price \$24.00 a dozen. Same stand 12 x 15 inches high, stationary; \$18.00.

P.S.—These stands are the same or even better than you have been in the habit of paying more for—our being the actual manufacturers, selling direct to the public, accounts for the low price.

No. 101

Correct angle for holding shoe in any desired position. Made in nickel plated brass in 3, 5 and 7 inch heights. Price \$3.00 a dozen. Any size.



See large advertisement—pages 20 and 21—February 2nd edition Shoe and Leather Journal.

The Showall Window Fitting Co'y
67 William Street, Brantford

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SHOE DRAWINGS!

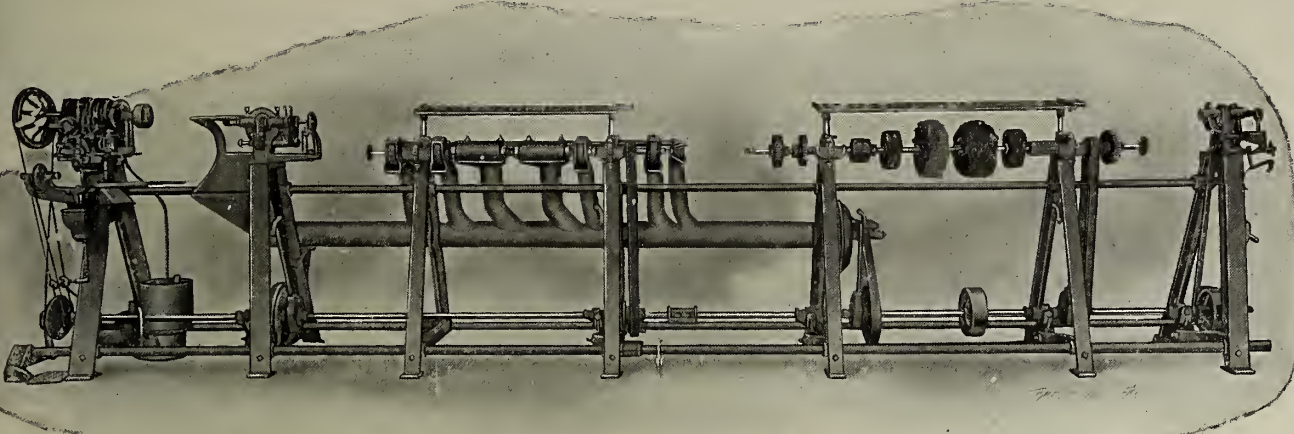
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Now is the time to arrange for drawings
and half-tones of your new samples.

GET IN TOUCH WITH

SHOE & LEATHER JOURNAL

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



Hyde Park Seamless Bal.



Hyde Park Circular Lace Oxford

MR. RETAILER

- ¶ For your convenience we have stocked some of our prize winners.
- ¶ You know what they have done for your trade. They are yours for the asking—branded or plain, D width, in sizes 5 to 10.
- ¶ Wire, phone or write, using code numbers.

The Cook-Fitzgerald Co., Limited
LONDON



Cub, Seamless Button

- 501—Gun metal calf, seamless bal., mat top, blind eyelets half way, single sole, Hyde Park last \$3.50
- 502—Tan Russia, seamless bal., single sole, Hyde Park last 3.60
- 503—Tan mahogany, seamless bal., single sole, Hyde Park last 3.60
- 504—Patent chrome, seamless bal., single sole, Hyde Park last 3.50
- 601—Gun metal calf, straight foxed blucher, mat top, half double sole, Cub last .. 3.50
- 602—Gun metal, seamless button, mat top, single sole, Cub last 3.50
- 603—Tan Russia, straight foxed blucher, half double sole, Cub last 3.60
- 604—Tan Russia, seamless button, single sole, Cub last 3.60
- 701—Gun metal calf, circular lace Oxford, blind eyelets, single sole, Hyde Park last 3.40
- 702—Tan mahogany, circular lace Oxford, blind eyelets, single sole, Hyde Park last 3.50

Founded 1888

TORONTO

JUNE 15, 1914

THE
SHOE & LEATHER
JOURNAL

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TO
BOSTON

Make our Booth (No. 38) your
home when you visit

THE
NATIONAL
SHOE AND LEATHER
MARKET FAIR
IN
BOSTON
JULY 8 to 15

Canadian Headquarters

will be at Booth 38

CANADIAN DAY
WILL BE
JULY
13

The Fair is worth visiting

ACTON PUBLISHING CO. LIMITED
TORONTO **MONTREAL**

YOUR



USMC



**GUARANTEE
FOR QUALITY**

**UNITED SHOE MACHINERY COMPANY
OF CANADA**

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

C

C

We want to do Business with YOU Mr. Wholesaler

If the initial reception accorded our line early in February is anything of a criterion, we are quite justified in saying that we manufacture a line of women's McKay shoes that is positively unsurpassed anywhere.

They are made
To Retail at \$3.00, \$3.50 and \$4.00

Our styles have already proven themselves to be quick sellers and the assortment covers practically every known want.

It only remains for YOU to see these shoes to be satisfied that your welfare can be promoted to their sale. They are shoes above the ordinary; shoes that are in every respect desirable and dependable.

Made exclusively for the Jobbing Trade

Clark Bros., Limited

ST. STEPHEN, N.B.

C

C



You can't afford to wait any longer

IF for any reason you have delayed placing your order for Tennis Shoes, you would be well advised to act right now and get your orders in. Every day's delay means a day's lost profits.

Of course when you do place your order, be sure and specify

Royal and Bull Dog Brand

You'll be certain then of getting only fast sellers. You'll also have the satisfaction of knowing that your orders will be promptly filled.

Do it now!

Manufactured by

The Independent Rubber Co. Limited

MERRITTON - - - ONT.

=====
Your Order to
any of these agents
will receive prompt
and careful attention.
=====

The Amherst Boot & Shoe Co., Ltd., Amherst, N.S.
The Amherst Central Shoe Co., Ltd., Regina, Sask.
A. W. Ault Co., Limited - - - Ottawa, Ont.
Garside & White - - - Toronto, Ont.
Kilgour, Rimer Co., Limited - Winnipeg, Man.
The J. Leckie Co., Limited - - Vancouver, B.C.
The London Shoe Co., Limited - - London, Ont.
McLaren & Dallas - - - Toronto, Ont.
James Robinson, - - - Montreal, Que.

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Your Order to
any of these agents
will receive prompt
and careful attention.
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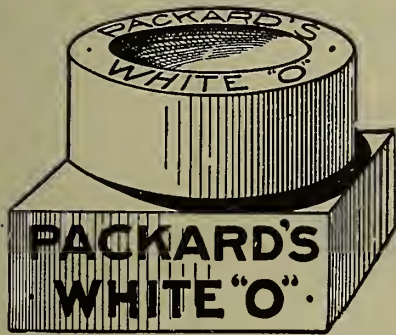
PACKARD'S

White
Liquid
Dressing
in
10c. & 25c.
sizes



Easily
Applied
■
Contains
no
Acid

WHITE and COLORED



White "O"
in
4 sizes
■
In Cakes



CANVAS SHOE



Art Gum
In 2 sizes
■
Ooze "O"
All Colors



DRESSINGS

Are You Ready for that Summer Customer?

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

A Question *and* The Answer

A Western dealer writes as follows:

"I have just opened your shipment of 'Virginia' shoes. They look all right and the price suits me, and I might be able to use a fair quantity of these shoes. Before deciding to do so I would like to know if you intend to make these lines at the same price (2.75) for next season, using as good material all through, etc., etc."

The Answer:

Emphatically, Positively—YES

we will continue to make

THE VIRGINIA SHOE

Goodyear Welt

At \$2.75

We will not cheapen the shoe in one single item. Our business is growing tremendously—our workmanship is improving rapidly. **We will show a larger and better line than ever.**

PERTH SHOE COMPANY, LIMITED

Manufacturers Women's Welts Exclusively

Perth, Ontario



THIS IS A BELL SHOE

When a dealer uses these words regarding either a man's or a woman's shoe, he never feels it necessary to dilate at length upon the various good features of the shoe in question.

It is a recognized fact, known by buyer and seller alike, that the word BELL guarantees the shoe bearing this name to be an aristocrat of the shoe world.

J. & T. BELL Limited

MONTREAL, CANADA

*MAKERS OF HIGH-GRADE FOOTWEAR
and Sole Makers of the Dr. A. Reed Cushion Shoe.*

IT WILL PAY YOU
TO SELL
AND RECOMMEND

FLEET FOOT

SHOES
FOR
EVERY SPORT
AND RECREATION

Canadian Consolidated Rubber Co.
LIMITED

MONTREAL, P.Q.

28 Branches Throughout Canada



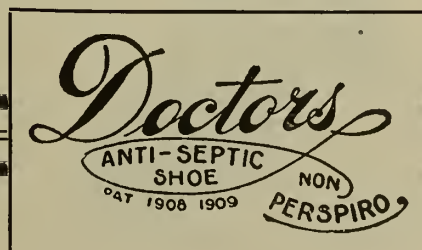
The "Doctors" Brings You the Trade of Particular Men

Every retailer with an eye to future business realizes the absolute necessity of taking care of the particular man's requirements. He knows that his business is well worth having.

The Doctors Antiseptic Shoe is made particularly for men of this type. It is a stylish, sensible shoe—one that can be worn in any kind of weather. Its antiseptic lining and middle sole of thermal asbestos keeps the foot at its natural temperature and does not hold the odors caused by perspiration. It is also perfectly waterproof.

For a bigger and more profitable shoe business, try an assortment.

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





Patent Pumps

PRESTON
SHOES
are Good
Fitters
and Give
Satisfactory
Wear



Gun Metal Oxfords

A Variety of
New Lasts have
been Recently
Added, making
our line more
Complete
and Attractive
than ever



Tan Calf

THE PRESTON SHOE

ALL SOLID LEATHER

Men's Winners at \$3.50 and \$4.00

Women's Hot Sellers at \$3.00



Dongola Kid



THE HOME OF PRESTON SHOES



Velour Calf

Solid Leather Shoe Co., of Preston, Limited

PRESTON, ONTARIO, CANADA

S. H. PARKER, General Manager



Tan Calf

The Wants
of the
People
are Well
Considered
in the
Preston
Factory



Gun Metal Calf

You'll
Find the
PRESTON
SHOE
a Highly
Profitable
Line
to Handle



Patent Colt

Canadians in Boston

During the week of July 8-15, 1914, are sure to meet a great many of their English trade connections besides a great many of their Canadian and American friends in the trade.

SEVENTH NATIONAL Shoe and Leather Market-Fair

*FOR
ONE
WEEK*



*JULY
8-15
1914*

Mechanics Building, Boston, Mass.

Will be the headquarters for the Shoe and Leather Trade of the world. The Fair is to be larger and better than ever before and you certainly should be there.

AS AN EXHIBITOR

You can obtain good spaces at \$125 to \$288, all equipped. You will meet hundreds of interested buyers and sellers of shoes, leather, machinery and supplies.

AS A VISITOR

You can meet more trade friends, see more new ideas for making progress along shoe and leather lines, than would be possible in any other way and at a great saving of time and money.

PLAN TO VISIT BOSTON

Arrange your affairs so that your trip to Boston during this one week in July will be an assured fact. If you will consider making an exhibit there write us for latest diagrams of spaces, rates and details about the CANADIAN SECTION and CANADIAN DAY.

Jacobsen Publishing Co. - Managers

No. 183 ESSEX STREET, BOSTON, MASS., U.S.A.

Publishers of "Hide and Leather"

Chicago—136 W. Lake Street

New York—No. 2 Stone Street

Philadelphia—415 Arch Street

**NO DIAMOND
TRADE MARK
NO FAST COLOR**



**NO DIAMOND  TRADE MARK
No Fast Color**

Get this fact firmly fixed in your mind. It may be the means of saving you considerable annoyance and inconvenience; for, if you will insist that the diamond trade mark shall appear on the surface of the eyelets in the shoes you order, you will be entirely free from any complaints regarding "Brassy" eyelets. Fast Color Eyelets are the only kind that cannot wear "Brassy." They enhance the good appearance of shoes more than any other accessory used in their manufacture; and, made as they are, with celluloid tops of solid color, they do not grow old but retain their bright, new appearance long after the shoes are worn out.

The diamond trademark is a sure cure for all eyelet troubles. Only the genuine Fast Color Eyelets have it.

United Shoe Machinery Company
of Canada
MONTREAL, QUE.

122 Adelaide St. W., Toronto 492 St. Valier St., Quebec



Order as you need



Glance over the list of selling agents below and see how convenient it is for you to keep your stock of

MINER Tennis Shoes

in good shape, no matter where you are located.

State your wants to any one of the Miner men and you will be quickly and satisfactorily served.

MINER
EANS
ERIT

The Miner Rubber Company, Limited

GRANBY MONTREAL TORONTO QUEBEC OTTAWA

LIST OF SELLING AGENTS

| | |
|--|----------------------------------|
| Blachford, Davies & Co., Limited, 60-62 Front Street West, Toronto, Ont. | |
| Coates, Burns & Wanless - - - - - | London, Ont. |
| Dowling & Creelman - - - - - | Brandon, Man. |
| R. B. Griffith & Co. - - - - - | Hamilton, Ont. |
| J. M. Humphrey & Co. - - - - - | St. John, N.B. |
| J. M. Humphrey & Co. - - - - - | Sydney, C.B. |
| Jackson and Savage, Limited - - - - - | 78 St. Peter St., Montreal, Que. |
| The Wm. A. Marsh Co., Western, Limited, 72 Princess St., Winnipeg, Man. | |
| The Miner Rubber Co., Limited - - - - - | 225 Queen St., Ottawa, Ont. |
| The Miner Rubber Co., Limited - - - - - | 21 Notre Dame St., Quebec, Que. |
| The Miner Rubber Co., Limited, 146 Wellington St. West, Toronto, Ont. | |
| The Miner Rubber Co., Limited - - - - - | 72 St. Peter St., Montreal, Que. |

Preparedness

How many sales have you lost in the past just simply because you were out of some particular line?

How many sales will you lose to-day? How many sales will you lose to-morrow because you didn't send in that sorting order when you saw your stocks getting low?

It's not necessary for you to over-stock yourself in order that you may look after your customers' requirements better. Just place your orders with me and I'll see that you'll get your goods **when you want them.**

Don't lose any more sales when I have a full line here for you to order from.

HOW'S YOUR STOCK OF TENNIS SHOES?

JAMES ROBINSON
182-186 McGill St. MONTREAL

You can keep your
stock down to
a minimum
with the
help
of
our



In-Stock Department

—and a moment's consideration will convince you of the service this department can render you in this way. Instead of the necessity of buying—and financing—a big order when trade is quiet, you will buy just as much finally, but by spreading your purchases over a longer period, as required by the state of your stock, you make matters easier for yourself and yet satisfy your customers.

You could not do this if you did not know that you can depend absolutely upon the prompt and courteous service our In-Stock Department can give you.

No order is too large and none too small for us to attend to *promptly*.

Write us fully about your needs—To-Day

AMES - HOLDEN - McCREADY
LIMITED

Montreal

St. John

Toronto

Winnipeg

Calgary

Edmonton

Vancouver



Soling a Pair of Shoes in Five Minutes

The prohibitive cost of high power shoe repairing machinery need no longer be an impediment to the success of your repair department.

The Gritzner Hand Soling Sewing Machine

has revolutionized the repair industry. It comes within the reach of all. It is the quickest and most efficient machine for its purpose on the market. Why not make your repair department grow and add materially to your profits by installing this wonderful little machine?

OUR TERMS

\$85.00 net spot cash or

\$25.00 cash and \$10.00

Monthly instalments totalling - \$95.00

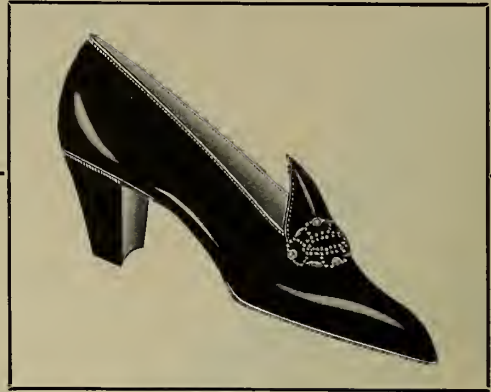
Write for descriptive booklet.

AGENTS FOR CANADA

C. PARSONS & SONS, LIMITED

LEATHER FINDINGS

79 Front St. E., TORONTO



Try a McDermott Window Display To Liven Up Quiet Trade

There is a chic-ness of appearance, a suggestion of up-to-dateness of style in McDermott Shoes that *arrests the attention* of every passer-by.

Capitalize these qualities by giving these shoes a chance. Put them in your window in a neat display and watch your day's sales total begin to climb. **DO IT TO-DAY.**

The McDermott Shoe Co.
Women's Shoes Specialists
MONTREAL



Prince Charlie
Beats the Band
Roscan
220 Rifle
550 Rifle
British Lion
Hand Spiral Tag
Johnstone
Coolgardie
Cannot be Beaten
B.C.
Warrior

BUY ONLY



PATON'S LACES

Known
as
The Best
in
Quality
Durability
and
Appearance

Sole Agents for Canada

GEO. D. ROSS & CO.

Montreal and Toronto

“Altera” Embossing Machine

built by the

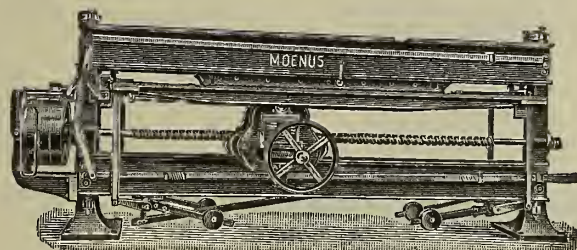
MOENUS MACHINE COMPANY, Frankfurt a.M., Germany

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.

F. G. CLARKE, President
C. E. CLARKE, Vice-President and Treasurer
Established 1852

Manufacturers of
SHEEPSKINS
Of all kinds

Our sheepskins have been the standard for quality and colors in Canada for over thirty years

Clarke & Clarke, Limited

General Offices & Works
Christie Street, Toronto

City Office & Warehouse
52 Bay Street, Toronto

BRANCHES
137 McGill Street, Montreal
G. S. HUBBELL, Agent
553 St. Valier Street, Quebec
RICHARD FRERES, Agent

**Why You Should
Do Business With
Frank W. McKeen**

Because of the Larger Margin of Profit you can make on our line of

Men's and Boys' Welts

Retailing at
\$3.50, \$4.00, \$4.50 and \$5.00.

Our equipment enables us to make all medium and high grades at prices that cannot help but interest you.

Our Traveler Will Be
Pleased To Show Our Line

Frank W. McKeen
Formerly
The C. E. McKeen Co., Reg'd, Quebec



**Deutsche Schuh u.
Ledermesse Leipzig
1914 30 Aug.-2 Sept. 1914**

Organised by the Commissions of the City of Leipzig, in conjunction with the Leipziger Engros-Muster-Messe (Wholesale Sample-Fair) and the Herbst-Ledermesse (the Autumn Leather Fair). The Centre for buying and selling and for starting export connections. The opportunity to become acquainted with the novelties in the branch and for the branch. Equally profitable for exhibitors and visitors. (Number of visitors 1913: 31139.) Information and Prospectus obtainable from the:

Verein Deutsche Schuh- und Leder-Messe j. P., Leipzig, Senefelderstr. 13-17

THE **M** SHOE

**Sure sales--quick
turnovers**

THE most successful retail shoe stores in the country have been built, not by selling fancy styles at long prices, but on staple lines at easy prices.

For better business and MORE OF IT, you should try our staple Goodyear Welt lines. We manufacture a full range, from a 15 Prospector down to a low cut. Solid leather throughout in Pearl, Chocolate, Black and Tan.

Valentine & Martin
WATERLOO, ONT.

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

The R. M. Beal Leather Co.
 Limited
 Lindsay, Ont.

MAKERS OF THE CELEBRATED

**John Bull
 Larrigans
 and
 Leggings**

Give us a trial order and be convinced.



No. 13
 14 in. leg.

The Gracia Shoe for Women



A
 SPLENDID
 SELLER
 AT
 ALL
 TIMES



If you are looking for a thoroughly good line of Women's McKays to sell at \$3.00 and \$3.50 see our samples for your Fall purchases. The Gracia Shoe is all leather, flexible as a welt, well finished, good looking and made over good fitting lasts. The goods are also carried in stock for prompt shipment.

The W. E. WOELFLE SHOE CO., Limited, BERLIN, Ont.

MR. RETAILER

¶ Those stock shoes on the Hyde Park and Cub are moving at express train speed.

¶ We have another trade-winner for you—a tan Russia Oxford on the Pastime last with rubber sole and heel at \$3.50.

¶ Its code number is 703 and we want you to know it's a beauty.

¶ Wire, phone or write. On all orders for 12 or more pairs we pay for lettergram.

The Cook-Fitzgerald Co., Limited
LONDON

Makers of Fine Shoes for Men.

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.; Chicago, 716 People's Gas Building; Quebec Office, 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 11

TORONTO, JUNE 15, 1914

\$1.00 per Year — In —
Advance
Foreign Subscription, \$2.00

Build Up Your Children's Shoe Department

Most Shoemen Take Wrong View of Situation—Proper Fitting and How to Go About It—Stocking the Department Properly—Give Good Service, Quality, and Never Cut Prices

"No, the children's department doesn't pay me, but I am forced to carry it in order to retain my regular patrons."

So spoke a shoe retailer to the writer the other day, when questioned on the subject. His views represent exactly those of a large number of dealers in both country towns and large cities. They have been in business for years, and never could make the children's department a paying proposition, so they merely carry it along looking on it as a necessary adjunct of the shoe store. Generally you will find that this type of shoeman has never stopped to figure out why his department does not pay. There is the other type, however, the chap who, when he found his children's department was a liability rather than an asset, set out to investigate. He looked at it in this light—that he had as much ability as the other chap and if only one man out of two or three could make the department go he was going to be in the select class. Then he remedied the big defects in his children's department and made it a paying branch of the business. He found that when he took particular pains in fitting a child the little boy or girl or their parents always returned to the store. He worked up this advantage and dwelt strongly on this feature in his advertising, making it one of his chief talking points—his ability to fit the little ones better than other stores—and it worked.

Why cannot you also make the children's department pay by working along the same lines? Just because your competitor is not making money at it is no reason why you should conclude that it cannot be made a paying branch.

Speaking on the subject, a well known Montreal shoeman, who specializes on children's shoes said:—

"In the small country stores as well as in the exclusive city shops a great proportion of children are allowed to leave with a pair of shoes utterly unsuited to their needs.

"The most successful dealer in children's shoes makes known the merits of the shoes he sells and properly entertains his little customers. He also takes scrupulous care in fitting children's feet.

"Many unsatisfactory shoe sales are not the fault of the shoes alone. Part of the blame rests with the clerk who made the sale. The first consideration in selling a pair of children's shoes is the child's disposition. The clerk must in most instances be the judge of what is best suited to the child's needs. The sturdy, rather rough, wild young Cana-

dian, who cannot resist the temptation to kick every stone, tin can or other obstacle in his path, should not be fitted with the same kind of shoes placed on the boy of a quiet, studious turn of mind. Yet the error is often made.

Use of Diplomacy

In fitting the child with the right kind of shoes the clerk must often combat the opinions of both parent and the little wearer. This, of course, must be tactfully done. Many of



the stores, both large and small, in which children's shoes are sold most successfully, employ a man or girl who makes a specialty of the children's shoe department.

"If this condition does not prevail in your store, select a clerk in disposition suited to the work and tell him to concentrate his efforts along these lines. This does not mean that the clerk will become useless in other respects. Other duties will be more efficiently performed because of the special study and consequent better understanding of human nature—a knowledge so necessary in successful salesmanship.

"In every case where the friendship of a customer toward some other clerk does not interfere with the plan,

customers desiring children's shoes should be turned over to this clerk. Your patrons should be apprised of the fact that you have a specialist on children's shoes, who is most capable of properly taking care of their requirements.

Study Your Little Customers

"The successful salesman of children's shoes studies child life in all its phases. He learns to appreciate the mental attitude of the boy who loves the birds and the woods



and the streams running through it. He learns to know the joy in the heart of the little girl as she mothers her dolls. He studies their games and childish amusements. He reads the stories written for children, and the children's pages of the magazine, and he will come to enjoy most sincerely his study of the young ones. His success is largely due to the fact that he loves children.

"Aside from his study of child nature, he must have a practical knowledge of children's footwear and how to determine whether a shoe is of the right shape and size to give comfort to the youngster who wears it.

"When fitting shoes on grown people, the clerk is guided by the purchaser's own judgment. In fitting children, however, he seldom has that assistance and must depend entirely on his own judgment. Children as a rule are not self-assertive in the presence of older people, and their judgment is not yet developed. They will frequently declare that a shoe does not hurt when in reality it is paining them.

Important Points in Fitting

"A few very simple tests can be applied which will almost insure a proper fit. First, the length of the foot should be definitely determined by means of a measuring stick. Next, the general shape of the foot should be observed. A foot with a low arch requires a shoe with a rather straight last. A foot with a fairly high and natural arch will be most comfortable in a shoe made over a slightly swinging toe last. In fitting such styles, great care must be taken that the toes will not become cramped. Run the fingers carefully over the three smaller toes. If they are curled up or drawn, and previous observation had shown that they are naturally straight and flat, the shoe is not the right kind.

"Very frequently, children must be fitted whose feet and stockings are wet with perspiration. Under such conditions it is extremely hard to get a proper fit. The usual result is that the child is sold a pair of shoes a size too large for comfort, which generally causes a broken-down arch and gives the child a listless, slovenly gait. One dealer who is making a big success with his children's department has overcome this by keeping in his shoe department several different sizes

of children's stockings and a clean, dry piece of towel. When the children with perspiring feet are to be fitted, the advantages of dry feet and stockings are carefully explained to the mother. The wet stocking is removed, the foot is dried and the dry stocking put on until the shoes are fitted.

"This dealer's experience has proven that the parents who accompany the children appreciate highly this special attention, and they go out and talk about it to their friends, and he is securing through this plan the children's trade of many people whom even the exceptional quality of his goods and the excellence of his advertising had not induced to enter his store."

Stock Good Assortment

To be able to fit a child properly, the shoeman must have a sufficiently large assortment of the various lines necessary. A large Canadian manufacturer of children's shoes talking on the subject says, "I have made a study of this question, as it means money to me, and it has always been my experience that a great number of shoemen opening or conducting a children's department understock to such a degree that they can never hope to make their department a profitable investment under their methods of operating it. People will not patronize a dealer of this type, but will go rather to the man who offers them the best selection in town. Too many shoe retailers are anxious to make a success of the department, without putting themselves to any noticeable expense. This is a wrong idea to have. 'You need money to make money,' certainly is the truth, and if a shoeman is determined to build up the children's branch, he must be prepared to make a reasonable investment."

Many shoemen will be puzzled, not knowing just what is the right size stock to carry. The same manufacturer gives the following table as a good initial investment. He believes that not less than \$500 should be spent in installing a fairly full stock.

| | |
|--|--|
| Each line given containing twelve pairs, stock: | |
| Babies —2 lines slippers | |
| 1 line Roman sandals | |
| 4 lines, boots | |
| Investing \$60.00, 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 table, of course, is a reliable estimate, but it does not mean that every dealer should follow it out to the

(Continued on page 30)

Retail Selling Has Big Possibilities for Man of Brains

Clerks Should Remember That the Boss Can Help them in Many Ways—Success Depends on Many Things, but a Knowledge of Shoes and Feet, Tact and Appearance are Leading Facts—Go After Opportunities

Shoe clerks can be divided into two classes, one of which includes those who work for the store and the other those who work for their salaries. The men in the first class eventually become proprietors; the rest never rise beyond clerking.

The unambitious sort of man, who never expects to be in business for himself, isn't worth bothering about. His work is always slothfully done and he takes care to do only enough to insure his position. Such men get nowhere. They exist in every business, broken down old men, slaving away at some mechanical work and always believing that the world has played them a dirty trick.

But the other type—the clerk who looks forward to a business of his own and independence—generally lands. When he makes the interest of the store of primary importance he is furthering his own interests far more than those of his employer. For he is learning to build up trade, and when his goal is reached and he opens his shop, his experience is worth much to him.

How to Look Upon Store

The retail shoe business is a pretty intricate one. It is a lucrative field of endeavor to the man with brains, who knows the business. A knowledge of all the essentials cannot be learned in a day. Therefore, the clerk should look at the situation something like this, "I am passing through a sort of shoe college, where I can learn to do the things well that are vital to my success." With this thought as a motto he has really started to work for himself, although for a time the boss and he will split the benefits of his initiative and energy.

Of course, the shoe clerk must be first of all a salesman. He must be able to satisfy customers. His success in selling depends on many things but these can be boiled down to knowledge of shoes and feet, tact and appearance.

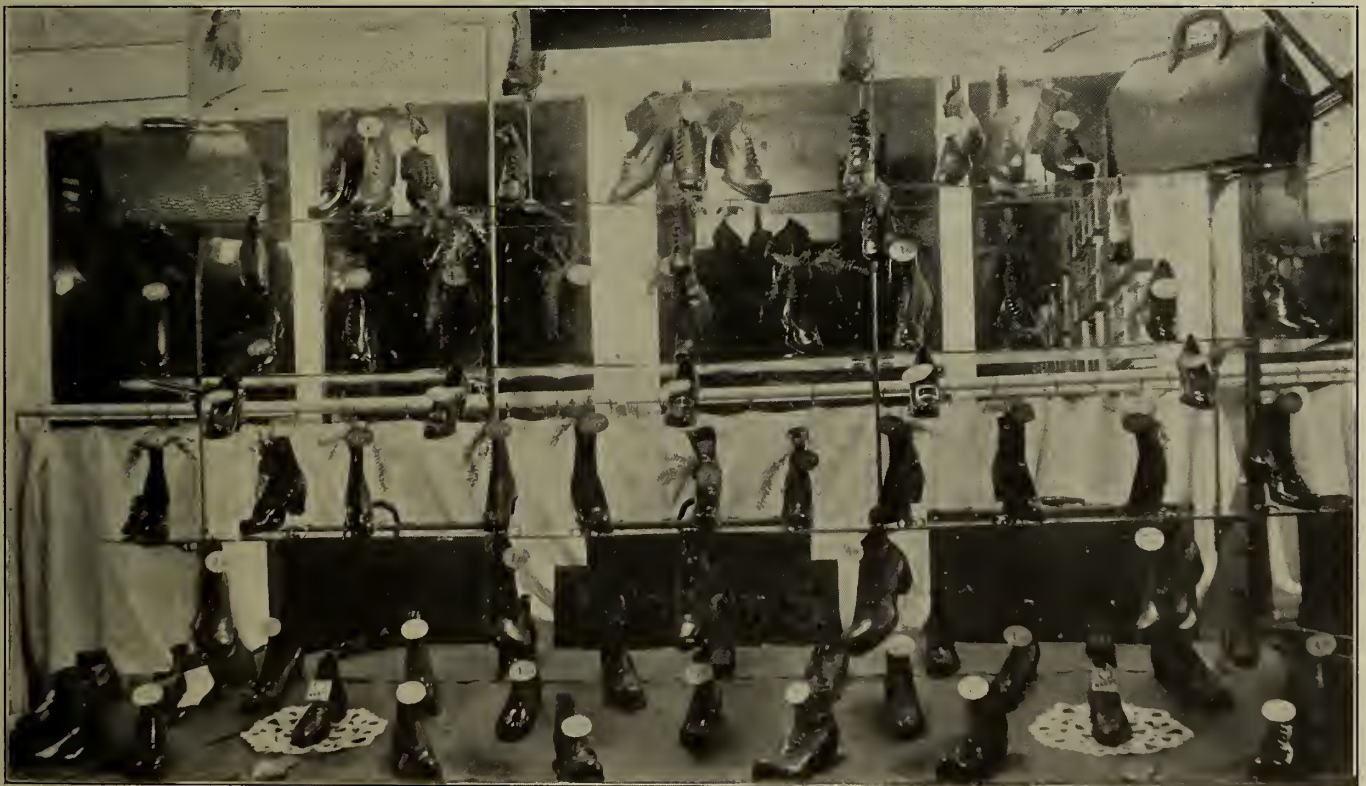
Consider for a moment the question of the right shoes for the right feet. The orthopedist is a professional man, commanding a large salary, and in a great many cases his work is to correct the harm done by the inefficient shoe clerk. The good shoe clerk really is a sort of orthopedist himself, and if he knows how to create foot comfort he is a valuable member of society. He should study the ailments that the foot is subject to, until he can diagnose individual cases and suggest remedies.

The Real Value of Tact

Tact is an intangible quality. Somebody once said, "When a man has it, you never know it but when he hasn't it you can spot it every time." It is principally a knowledge of human nature that prompts a man to do and say the right things at the right times. This characteristic is especially important in selling to women, for they buy more through intuition than logic.

A clerk may not be endowed with natural tact, but at least he can be careful and courteous. Try to strike the happy medium between timidity and over-aggression. Many sales have been lost because a clerk has been afraid to attempt them and just as many because he has presented his argument with too much emphasis.

In appearance, be neat. But avoid being flashy. Look at the really well-dressed men of your neighborhood. You will find in every case that their clothes are characterized



A STRIKING AND ATTRACTIVE WINDOW DISPLAY MADE BY LUDLOW BROS. OF BRANTFORD, ONT.

by simplicity. It is always the piker that wears the startling combinations and no shoe clerk can afford to do it.

Look on Boss as a Friend

In your relations with the boss look on him as a friend. You will find as a rule that shoe dealers are mighty decent sort of chaps and willing to help you out when you get in trouble. Too many employes take the point of view that the boss is their natural enemy and, therefore, fair game for their criticism. This is all wrong. The boss can help you far more than you will be able to help him and he is generally willing to do it.

The "clock watcher" cheats the boss but does far more damage to himself. He is veritably kicking away his chances for success. And moreover, the man that loafs is invariably unhappy, for work is the greatest little time killer on the market. The man who wastes his time is commercially committing suicide.

So, when trade is dull utilize the opportunity to study the business. You should know your stock so well that you can put your hands on any pair of shoes in the store.

Work with the boss, not away from him. Your interests are identical. The short cuts to success, he can and will show you. His judgment may not always be correct but it is his right to follow it. And if sometimes he seems a trifle unjust remember that there are no perfect men and "to err is human; to forgive divine."

Above everything else don't malign your business. It is a good big field of human utility. It holds wonderful possibilities for the brainy man who understands the public needs. The clerk who knows this will leave his fellow clerks behind and stand out a leader. But to accomplish this requires lots of hard work. The chance is waiting for you. Grab it. Learn everything you can about footwear, feet, advertising, selling and the thousand and one other things that are part of the specialist's equipment.

Canadian vs. American Shoes

I talked last week with a veteran shoeman who is well posted on shoe trade conditions in Canada and the United States, writes "Observer" in *Hide and Leather*. He spends considerable time in Canada and the United States and knows whereof he talks. Said he: "My American friends need not worry in regard to Canadian shoes entering their country. Such shoes as come will be brought over the border on the feet of traveling Canadians. When shoes were placed on the free list in the latest American tariff bill, some Americans at once became alarmed at a possible invasion from Great Britain and Canada. Working conditions in Great Britain, however, are not fully understood in America. The huge factories of America are unknown in Great Britain. Wages are higher in American shoe factories, but cost of production and efficiency in general, are strong points among American shoe manufacturers. An English shoe manufacturer would have to be given considerable time to deliver orders obtained in America. These are days of changing fashions, with necessity of speedy deliveries of shoes purchased, and British manufacturers would work under a disadvantage in cultivating American trade.

"Canadian shoe manufacturers are handicapped by the tariff in Canada on leather and other shoe materials imported from abroad or from the United States. Canadian tanners fix the prices of their leathers just a trifle below the cost of imported leathers, laid down in Canada. Consequently, Canadian shoe manufacturers, in spite of shoes being on the free list in America, are virtually prohibited from exporting to America, as they would have to ask about 10 cents per pair higher than charged by their American competitors.

"Canadians are importing some millions of dollars worth

of shoes from the United States, but they are principally high grades for which full prices can easily be obtained. As regards medium to cheap shoes, the Canadians do not fear American competition in this line. Shoes to be worn in Canada by the general public must be stronger and somewhat more durable than American shoes. Some substitutes for leather that are accepted in shoes in America would be refused in Canada. The climate is more severe than in the United States and all-leather shoes are demanded.

"Canadian shoe manufacturers, although they cannot boast of such immense plants as are found across the border, nevertheless make their profits on their output and probably get more real pleasure and enjoyment out of life by reason of their freedom from the tremendous responsibilities carried by the big and ambitious shoe manufacturers in the United States. American shoe manufacturers seem to be losing their fear of foreign competition. They realize there are many things connected with the importing and exporting business that do not always appear on the surface."

The Stubbornness of Some Landlords

"Yes," remarked a Brantford retailer, "we have been doing business in the one stand for five years. I know that my front is not what it ought to be, but I do not own the building, and I do not feel like changing the premises and adding to the value of another man's property. He might give me a lease for three or five years, but I would not undertake to instal a front such as I desire to put in under a ten years' lease. I wanted my landlord to instal a new front for me, but he would not listen to it. I then offered him 10% on the cost of it, which I consider a remarkably good return, especially as this fellow is only getting 6% on the mortgages, he holds. Strange to say, he would not harken and said that he preferred to let his money out at the lower rate of interest. I told him I would take a ten years' lease. Even then, he did not appear to be interested. Now, I pay \$50.00 a month for this place. Presuming the new front would cost the landlord \$1,000, as the store is only 20 feet wide, it would not likely run into more money than that, and I was willing to give him \$100 more rent annually, or if the cost was \$1,500, \$150 more. He did not seem to think 10% on a ten year lease would pay him, yet you see I would have paid in that period for the whole outlay.

"You may ask why I do not buy the building. Well, the landlord will not sell. He declares he wants to keep the premises for family reasons. Now you observe the position in which many retailers are placed today. They do not feel like going to the expense of installing their own front and making the landlord's premises more valuable unless they can obtain a very long lease, and, on the other hand, you meet many a non-progressive landlord, the same as I have here, who will do nothing. Your stand may be all right so far as location is concerned and your stock may be O.K., and your service right up to the mark, but in this, and every other city, there is a large amount of transient trade, which I never catch at all. It goes right by my door to Jones and Robinson down the street, who have much more imposing fronts and can display their lines to decided advantage. Now I would like to get some of this transient trade. I mean by that, the people who buy here or there, wherever it suits them. They see something in a window that attracts their fancy or arrests their interest and in they go to purchase it. Now with me, I cannot make such a display and consequently consider that I lose a large amount of business each year. There is only one way in this world to have a home or a store exactly as you want it, and that is to own it yourself. This is not always possible, in view of one's financial conditions and the eccentricities of certain property owners who, when they think some body else wants a place will not sell it at a reasonable figure."

The Proper Way To Cut Up a Side of Sole Leather

How to Avoid Waste and Thus Secure Additional Profit—Cutting Six and One-Half Inch Ranges and What Can be Got Out of Them—The Savings That Can be Effected

By GEORGE E. GIRLING

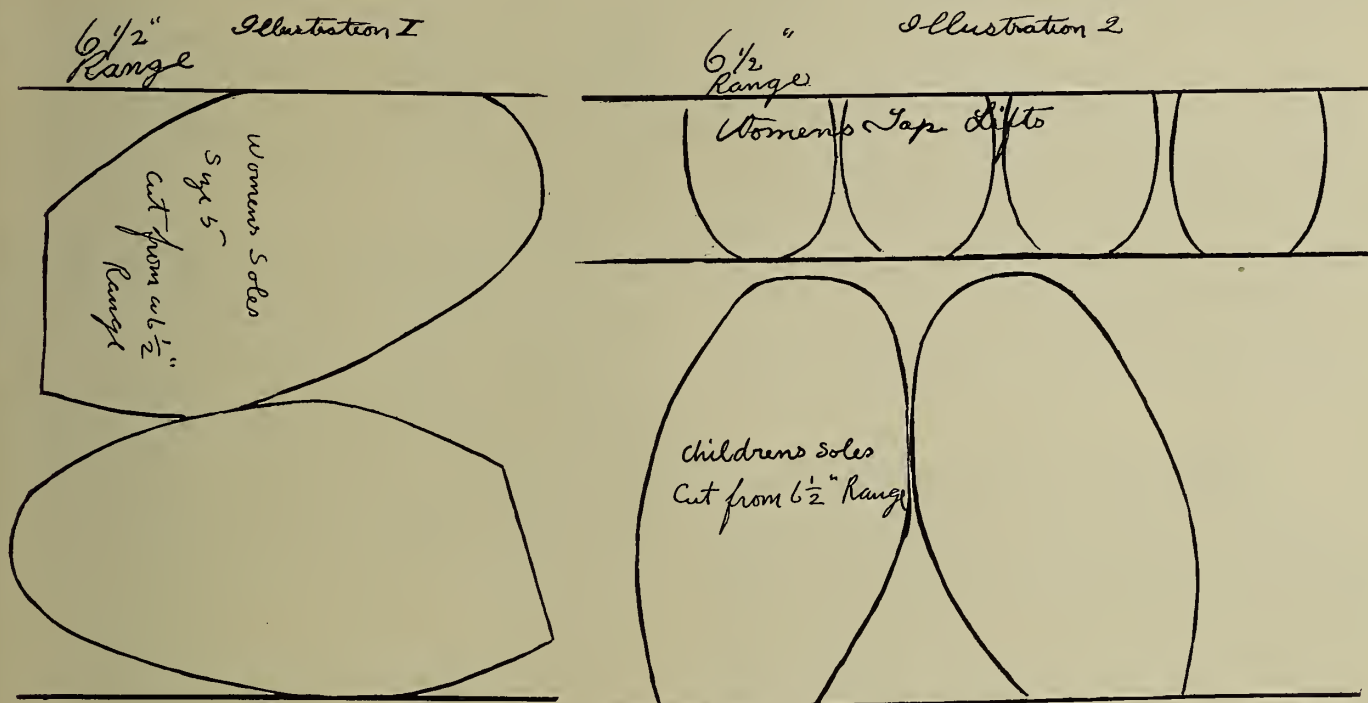
How to cut up a side of leather to the best advantage is a question of moment to every shoe repairer in the country. The price of sole stock is soaring up, up, all the time and it behooves every user of sole leather to look after the profit end of the business. It would be well to remember it is not the profit you make that will swell your bank account, but what you save. The purpose of this article is to endeavor to show how to avoid waste, thus adding additional profit to your day's labor. The writer offers his suggestions after

even pair of soles. If, however, you commence to cut from one end of your range you get one thick sole and one thin sole.

There are many other ways of cutting up leather, but the two aforementioned systems will serve as an illustration.

Cutting Bend in Ranges

Now, suppose we take a bend and proceed to cut $6\frac{1}{2}$ -inch ranges from the neck end, usually about three;



giving this subject careful consideration after many years' practice.

The first thing to consider in cutting up a bend is how to successfully cut the bend and obtain an even substance, and second how to secure an exclusive part for your women's and children's work, also an exclusive part for your men's work and still maintain the surface required for each.

Some Methods Now Employed

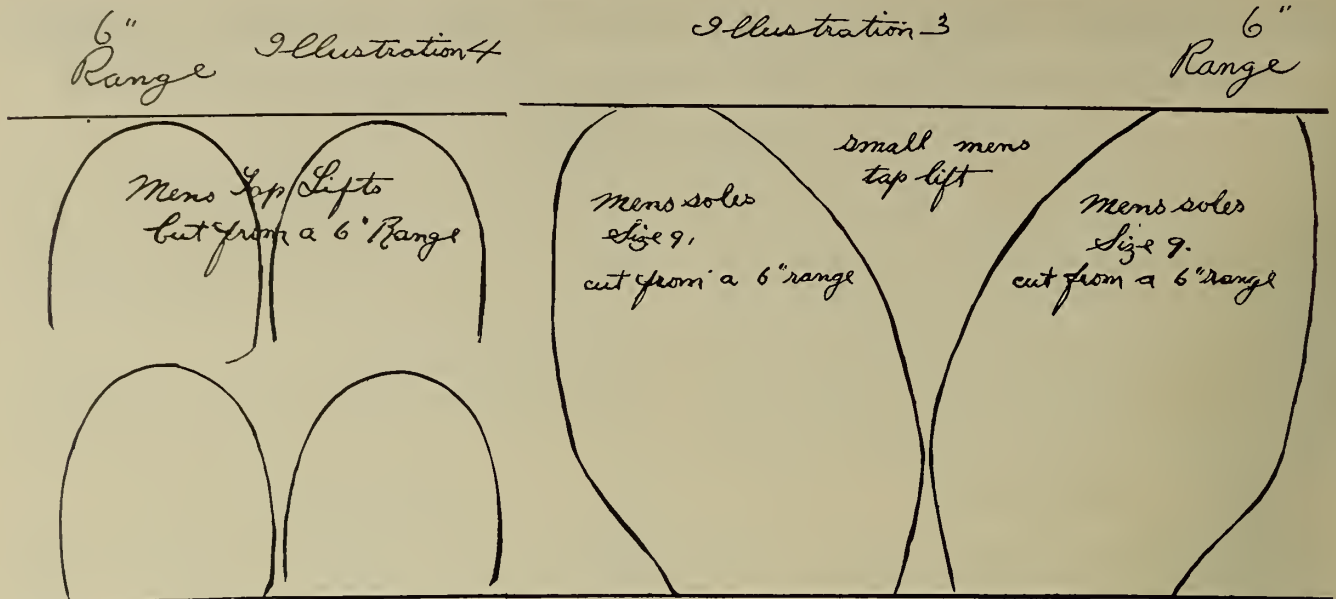
It would be as well to let us first look at the methods usually employed. Many repairers take a bend and cut the soles as they want them, picking a part here and a part there in an endeavor to locate the substance required. Those who use this system would do well to look at the clock and see how long it takes them to cut a pair of soles, after turning the bend over many times. Remember, this is a waste of time and time is money.

Another and more prevalent system in vogue is to cut the bend into ranges, commencing at the neck end. You who use this system, how do you obtain a nice level pair of half-soles for a pair of men's shoes? Not by cutting them from the end of your range. No, you have to cut them from the middle of the range. The result naturally follows that you have two ends left that are impossible to use to advantage because of their unevenness. Neither end will cut an

these will cut women's half-soles (see illustration 1) almost any size. The picture shows a pattern taken from a size 5 shoe. This measurement will give you room to cut almost any size with a minimum of waste either in width or length.

We will now suppose you want to cut children's and boys' soles, the lengths varying from four to four and a half inches (see illustration 2). The picture shows a pair of children's soles $4\frac{1}{2}$ inches deep, thus leaving two inches to spare to cut women's and children's heels.

After cutting three $6\frac{1}{2}$ -inch ranges off the neck end for women's and children's work we will now give our attention to cutting men's soles by cutting 6-inch ranges lengthways this time, taking the first range off from the backbone. Men's soles differ a good deal in size, but a 6-inch range will usually cut soles up to a size 9 (see illustration 3). A good method in cutting ranges for men's work is to cut three 6-inch ranges and one $6\frac{1}{2}$ -inch range to allow for extra large soles. A bend will usually measure across the centre about 26 inches. The picture shows a pair of men's soles size 9. Soles cut as shown will give you one heel (either for men's or women's, according to the size of the soles) with every pair of soles cut. This is your saving. As will be seen this method does not allow a particle of waste. Another advantage is that you get uniform substance by



cutting the bend lengthways. The first range will cut even light soles, the second one a little stouter, the third and fourth a little stouter still and all near about uniform substance.

Then again, your 6-inch ranges will cut your men's heels as shown in illustration 4.

There is only one way to cut leather and that is the way that will bring you the most profit. Try it out the next bend you cut up.

Bronze Has Come Back

One of the most spectacular style comebacks of the season, says an American writer, is the renewed interest in bronze shoes. A few years ago this type of footwear was in great demand and then for some reason it lost popularity and sank into obscurity.

Sometime ago we predicted that bronze was returning and now it seems assured. Attractive bronze ties are common sights on the streets where well dressed women stroll. Next fall should see a big call for this type of shoe. The vogue is spreading to the cheaper grades and this is a sure sign of popularity. It is a welcome relief to stray for a moment from patent. Not that bronze will materially diminish the sale of patent leather, but with bronze in fashion the dealer has more selling scope, for a woman may buy a pair of patents and a pair of bronze shoes where formerly she bought only the patents.

The Clerk Problem

Trying to run a modern shoe store without capable clerks is like trying to run an automobile without a motor.

Radium is one of the few things rarer than good clerks. It is worth a little more, too. However, a good clerk—or salesman—commands high wages at all times and in all climes.

The first thing a merchant must do when he starts in business is to engage a good clerk or two. One of the last things he must do is to hold on to them. But let him take especial care in selecting them. Remember this, Mr. Merchant: the fact that one man "runs" to red neckties and another to purple clothes doesn't have a great deal to do with the pay envelope, except that a neat, plain dresser is to be preferred to a gaudy one.

There is also a premium this season on salesmen who are

Illustration 3

6" Range

small mens top lift
Mens soles
Size 9,
cut from a 6" range

Mens soles
Size 9.
cut from a 6" range

upstanding and open-faced. But this item is of more interest to jewelers.

Get clerks that have had shoe experience, if possible, for they will be worth more to you than other salesmen who have had no experience selling shoes. If possible, get clerks with a wide acquaintance, for they can control their personal following, which will mean business for you.

The clerk should learn the stock and learn it well. He should be polite, painstaking, courteous. He should always be willing to go out of his way to favor a customer, particularly when by so doing he paves the way for selling an extra pair of shoes or two. He should work hard and earn his wages. He should respect his boss, but not quail before him. He should display as much interest and enthusiasm as if the store belonged to him.

And if he follows this advice, he may be invited to become a partner.

A Prodigy of Achievement

Webster's dictionary (of which the New International is the latest, largest, most luminous and exhaustive expression) is a prodigy of scholastic achievement, eclipsing in authority, range and excellence all other lexicons combined, yet retaining the simplicity and intelligibility which render it conveniently available for every class of students and readers.

The multiplicity of modernisms evoked by this electrical age and its multifarious developments, words that would be Greek to our fathers, are given and defined with praiseworthy particularity. And the accretion of new significations to old words, the normal result of usage, is presented with admirable fidelity.

For three-quarters of a century the Webster dictionaries have been in the lead; but the New International is the crowning glory of them all. It is essentially and emphatically a 20th-century product. It makes every earlier dictionary seem crude by comparison.

Webster's New International Dictionary rises to the dignity of an institution, and one in which every speaker of the English tongue has great reason to be proud.

It is a monument to modern scholarship, and yet a towering tribute to the work and wisdom of Noah Webster, who builded better than he knew.—Springfield Republican.

Obliging Relatives of Retailers is Thankless Job

Leading Wholesaler Tells of Nuisance and Annoyance of Honoring Customers' Orders—Leads to Wrong Impressions and Causes Loss of Business—Wishes Dealers Would Stop Sending Out Such Documents—A Few Episodes



“—astonished by the facts—”

“I feel like giving \$500 to any charity that might be named if the retailers would cease sending persons here with orders for shoes. The practice has grown to be an intolerable nuisance,” declared a leading Toronto wholesaler the other day.

“I do not wish,” he continued, “to cast any reflections

or any unjust aspersions upon the retail trade in general, and I must compliment the Retail Merchants' Association on the good work they have done in stopping dealers sending customers here with orders for individual pairs, when they have not the proper size or width in stock. It is not to this phase of the question at all that I refer, but a totally different matter.

“Let me make myself clear. Nearly everybody in this age seems to be hunting for a bargain or trying to get something a little cheaper than his or her neighbor. This, I suppose, is partly due to the quietness in trade, and the fact that money is not too plentiful. Toronto is a big city with half a million population, and practically every retailer in Ontario has an aunt, an uncle, a cousin, a nephew, a grandfather, a sister-in-law or a grandchild, or even a son or daughter residing in Toronto. Such persons, having a relative in the trade, naturally expect to buy their footgear wholesale. The result is that retailers, from every point of Ontario, who happen to be customers of ours, will send in a written order to this effect:—

“Please give Mrs Jenkins, who is my sister-in-law (or Mrs. Thompson, who is a niece, or Mr. Williams, who is a cousin), whatever goods she (or he) desires and charge the same to my account.’

“In certain cases the writer will add that he will pay for the shoes. We have this class of people coming in very frequently, and perhaps an ordinary citizen wants to know why we honor such orders—why we do not turn down the applicants flat. In the first place let me make it clear that no pair of shoes is ever sold in this establishment retail to any person who does not bear a written order from some customer of ours. We never violate the regulation—‘no order, no goods.’

“But someone says: ‘Why do you honor orders at all?’ Well, I will tell you why. Nearly everyone who sends relatives in here (these relatives are either living, boarding or going to school in Toronto) is a good customer. We live by the patronage of the retail merchants and if we refuse to honor such a document, Mr. Green or Mr. Brown, or Mr. Anderson, doing business in such and such a town, would simply cut loose from us and not give our traveler a hearing, neither would he send in any assorting orders. The ground that he takes is this—supposing the case to be that of Mr. Anderson—‘Here I patronize that jobbing house down there to the extent of \$5,000 or \$10,000 every year and if my name and account are not good enough to entitle my niece to a pair of shoes now and then at wholesale price, then I will go where my patronage is esteemed and where a wholesaler will do me a little favor.’

“You can see yourself that if you are a good patron of a store or any merchant, for that matter, and pay him cash, if he does not go out of his way to oblige you or do you a little favor once in a while, then you tell him plump and plain that he is not running the only establishment in the world and you will go elsewhere. It is human nature to expect little courtesies and considerations of this kind. We would not mind a certain amount so far as the men who have orders are concerned, they generally cause very little trouble. In fact, many of them will ask for a certain size and width and will not try the shoe on, but it is with women, especially when they have children to fit, that we suffer most.

Fitting a Brood of Bairns

“Perhaps a woman comes in here with an order from Mr. Mathewson, of G ——. She is his sister, who lives in Toronto and has three or four kids. Well, she sallies in some afternoon, when we are busy, produces the order from Mathewson, who is a good customer of ours and wants to fit out Johnny, aged 14, Lily, aged 11, and Dorothy, aged 6. She looks over the samples and asks us all sorts of questions. As you know, we have no facilities here for fitting and the bulk of our reserve stock is on the third and fourth floors. Now this woman will possibly spend an hour or an hour and a half frittering away time, trying to get suitable shoes for those children. In the meantime half a dozen retailers have come in and seeing her and the brood of little ones here, naturally conclude that we are doing a miniature retail business in opposition to them. Perhaps they do not say anything, but they form their suspicions, nevertheless. They probably go away telling that they saw us fitting out a whole family, but I want to tell you that before that woman receives any attention at all, she has to produce an order from a reputable customer of ours.

“It is possibly the outdoor season and Johnny wants a pair of ‘sneakers.’ He perhaps wants a blue canvas and the mother thinks brown would look very much better. Then they have a discussion and she does not know exactly what size he takes and possibly two or three trips have to be made to the third or fourth floor to give him a pair of rubber soled shoes that will answer his purpose. Then it is Lily’s turn to be fitted out. She wants a growing girl’s shoe, size about 3. She declares that is large enough, but the mother thinks a 3½ would suit her better. She wants a tan button and the mother thinks she should have a dongola tie. They have an argument over the matter and finally wind up by taking a gunmetal button, with matt calf top and low heel. Then it is Dorothy. Her mother forgets whether she takes a 10, 10½ or 11. Various fancy combinations in kids, suede and canvas are inspected and finally, after bringing down all these sizes and keeping the attendants running to the stock room, Dorothy and her mother decide upon a patent ankle strap pump.

Not In Any Way Exaggerated

“Now the whole amount of this sale has not amounted to more than five dollars and I have not given you a fancy or overdrawn picture. Then possibly the children will draw on the shoes, run around with them and soil the bottoms. We can say nothing, because the mother might write the shoe retailer relative who has given them an order and he would mail a curt note telling us that we had been discourteous to some of his blood connections and we could draw on him at

sight for the balance of account and dissolve business negotiations.

"It was only a few months ago that a young fellow, accompanied by another smartly dressed chap and a young lady, who was a striking blonde, of statuesque pose and gowned in most fashionable attire, came in with an order from a good customer of ours in Western Ontario. The youth wanted a pair of tans. I showed him two or three pairs and he wished to know what different shades we had. I told him just the one shade. Then he spoke up in a rather sarcastic manner and said I could not palm that kind of dope off on him, simply because he was going to get his shoes at a wholesale figure.

"This made me angry and I said, 'You cannot buy any shoes here at all.'

"Is that order good?"

"No, not in your case."

"Then his friend also spoke up and asked: 'Why cannot John get a pair of tans here?'

"Are you buying these shoes?" I inquired.

"No," he said.

"Well, then," I retorted, 'you had better keep your mouth shut. This is none of your affair.'

Left in Disgust—A Hot Letter

"Finally the three went out in high dudgeon, and a few days later we got a scorching hot letter from the man who had signed the order, telling of the incivility of one of our clerks (for he did not know it was I who had met the young man) and promising our traveler a pretty lively reception should he ever poke his nose in the door again. It was not long after before our representative was up in that western town and the retailer began to assail him in all manner of language.

"Well," declared our traveler, 'it was not the clerk at all who waited on the young upstart who presented that order from you, but the boss himself.' And he up and told him the whole circumstances. The retailer's wife then chimed in and said: 'Well, I am mighty glad your boss did exactly as he did. It serves the young fellow right for being so impudent and so fresh.' And thus the incident blew over.

"We have people running here who have been in the shoe business in the past, but are out of it to-day; other people who happen to have connections of their wife's or friends in the business; others who handle a small line of shoes in a general stock perhaps—all thinking that because of past associations or present remote connections, they are entitled to obtain their shoes wholesale. We turn down such people as I have told you, promptly, but politely, unless they have an order from a recognized retail customer.

A Thankless Job and a Nuisance

"To be perfectly frank, we do not wish to sell or give out one pair retail here—order or no order. It is a damnable nuisance. We have no facilities for fitting and do not want to have. We earn our living with the support and co-operation of the retail men and can sell two dozen pairs to an ordinary dealer while we are fitting one on mamma's baby boy or a seventeen year old miss. There is no profit in it for us. We get no thanks whatever, and very often, abuse. Retailers are under the suspicion that we are trying to undermine them or that we are doing a little back-door trade in opposition to them, like a saloon selling after hours, or a dealer sneaking back on a Wednesday afternoon holiday, when he has agreed with the other merchants to close his doors. Now I could go on naming instance after instance of where we turn down people without an order and they say: 'Well, I used to buy shoes from you when I was in business.'

"Yes, but you are not in the business any longer and we cannot accommodate you.'

"Oh, very well, if that is the view you take, perhaps I won't always be out of the business. I may start up again and I will know where to get my goods.'

"Oh, perhaps you will, but you will be just the same as anybody else, even if you do start up again. You will buy your stock from the jobber or manufacturer wherever you think you can get the best service and most favorable prices.'

Turned Down Retailer's Wife

"Why it was only the other day that a rather timid elderly woman came in and said she would like a pair of shoes of a certain size. The sample room salesman inquired if she had an order and she said 'No.' She did not volunteer any further information as to where she came from and the salesman, finding that she had no order did not take the trouble to ascertain.

"Mrs. Libby, we do not sell any shoes at all except on order from retailers, and as you have none, we will have to decline your request for a pair of Number 4½, D width, vici kid, cushion sole bal, of which you speak.' She turned on her heel and walked out. This was on a Saturday morning and on the following Wednesday we got a letter from Libby, who does business down in north-eastern Ontario, stating that his wife, who suffered from tender feet, had gone into our establishment for a cushion sole shoe, which she had been denied. He pointed out—in no unmistakable terms—that he had given us orders for many hundreds of dollars worth of footwear during the past few years, and that we had got the last ten cent piece out of him, when his wife could not be accommodated. All this he said and much more. The next week, when our traveler went up there on his regular rounds, Mr. Libby was in a fine fighting mood, but our traveler, after listening to his story, soon pacified him by saying:—

Support Man Who Upholds You

"See here, Libby, your wife would have been accommodated if she had told us that she was the wife of a customer, or if you had given her an order. The sample room salesman does not know the name of every retailer in the country and he has explicit instructions to refuse every one a pair of shoes who does not produce a written document. Now, instead of flaring up and going off at half cock about this thing, you should be proud of a wholesale house that so protects your interests as not to do any business at all retail. You have had a sample of this yourself from the way your wife was turned down and I want to tell you that we turn down dozens of cases every week—persons who have no claim upon the jobbing trade whatever. It shows that we play the game fair and open, stick strictly to the wholesale end of the business and do not try to get away with any retail frills.'

"Libby thought a moment and said: 'By Jove, that is right! My wife was certainly at fault for not telling you the circumstances and I respect you for the stand you have taken. It shows that you live up to your promises.'

"We live by the shoes that we sell to the retailers, and so long as they support us, we intend to support and cooperate with them," concluded the speaker, as he walked away to answer a long distance 'phone call.

"You look disgruntled," said the shoe man.

"Yes," snapped the hatter. "Had a little rush now, and a couple of prospective customers walked out without being waited on."

"They seldom get away from me," declared the shoe man. "I take off their shoes as soon as they come in."—Judge.

Popular Process Used in Tanning Leather

Methods Commonly Employed With Which Every Shoe Salesman Should Be Acquainted—How Hide is Cleaned—Chrome Tanning—Bringing Out the Quality—The Finishing Department

Tanning is the converting of skins or hides into leather by an astringent acid derived either from vegetable sources, such as the bark of the oak, hemlock, willow, chestnut, sumac, etc., or with astringent mineral substances, of which alum may be taken as a characteristic type. In general, any acid which has what would be called a "puckery" effect will act upon a skin to convert it into leather. It toughens the skin, condenses it and coagulates all the albuminous matter so that it is no longer putrescible. That is to say, it preserves it from rotting.

If quality of leather, regardless of cost, be the main consideration, probably nothing has ever surpassed the old-fashioned oak tannage. This is comparatively an expensive process, as some months are required which means the tying up of capital and the extending of plant.

Hide is First Cleaned

As a preliminary process in tanning by either vegetable or mineral acids, the hides (note the purely technical distinction between "hide" and "skin") are cleaned and are then treated with lime or a putrefactive process to remove all extraneous matter, such as the hair and surplus fat. This is a process requiring careful attention, as the hides are hung up in warm rooms and kept there almost to the beginning point of decomposition. As soon as the hair follicles are

sufficiently dissolved by either liming or sweating to permit of the hair being easily pulled or scraped off, the hides are worked through machines or unhaired by hand work.

They are then soaked in solutions to counteract the effect of the lime, and are ready for the beginning of the tanning process proper, which consists of placing them in vats filled with solutions of the tanning agency, either vegetable or mineral. When the hide is thoroughly permeated with the tanning material, it is then "finished" according to the final purpose for which it is intended. A thick hide may be oiled lightly and rolled hard and dried for use as sole leather, or it may be very thoroughly oiled and worked up pliable to be used in leather belting, or harness, or split into thin layers for use as shoe topping, being in that case finished with a black oil polish.

It is only within a comparatively short time that mineral tannages have been in use. German chemists were the beginners, but the finishing development of chrome tannage took place in America, and Robert Foerderer, late of Philadelphia, was well known as the originator of a successful process as applied to kid skins. His chosen trade name, "Vici," has become almost a generic name for all chrome-tanned kid, although the name was simply his own proprietary trade mark. Just as many people think any camera is a "kodak," so a great many people think any chrome-tanned kid is



SPLENDID NEW FRONT OF EASTERN ONTARIO SHOEMAN

One of the handsomest store fronts in Eastern Ontario is that recently installed by G. W. Allan, proprietor of the "Up-to-date Shoe House," Carleton Place. Mr. Allan's store is 28 feet wide by 70 feet deep. The depth of the windows is eight feet. There is prism glass on the inside and the new front cost approximately \$900. The store is very bright in the interior, and the photograph does not do justice

to the inviting and artistic interior of the premises. Mr. Allan has been in business in Carleton Place twelve years and has built up an exceptionally fine trade in high priced shoes. He is a brother of C. C. Allan, shoe retailer, 1422 Queen street west, Toronto, and is well and widely known to the trade in Eastern Ontario, and particularly so in that section where he conducts his business.

"Vici," although the proprietors of both of these trade marks kept insisting that their product only, is entitled to the distinctive name they chose for it.

Chrome tannage involves the use of potassium bichromate with acid. This, it might be said, is a sort of first cousin to plain alum, one difference being that it is a violent poison. The process is very quick in comparison with bark tanning and requires careful inspection in order to prevent burning of the leather by too rapid action of the acid. This effect is to be noted in the dry and papery surface sometimes seen in the chrome-tanned kid or goatskin. Chrome-tanned leathers are usually finished dry, a very light application of emulsified oil being all that is used.

Variation in Finished Product

Of late years considerable experimentation has gone on in chrome tanning of sole leather. This produces a very dense, solid leather, but so far as we are informed has been rather expensive for general use.

It should be noted that long study and experience are required in order to be able to judge competently the quality of leather. There is an infinite variation in the finished product for two reasons: one is that the raw material itself is greatly varied, as no two skins are of exactly the same size, thickness and general quality; in the second place, the process of tanning is a complicated one which involves the closest attention at every stage; there is always the possibility of damaging the skin in every stage of preparing, tanning and finishing.

The retail dealer in the finished product in the shoe trade, being farthest from the original source of the material, is, perhaps, in a general way, less informed as to leather quality than a member of any other branch of the trade, such as the tanner, the leather finisher and the shoe manufacturer. It is important that every dealer in shoes should take pains to inform himself, and to educate his store help in distinguishing the different kinds of leather quality, in order that they may be able to furnish customers with the kind of shoes best suited to the use for which each customer intends it.

Thus in upper leather the oil grain side leathers are strong wearing and water-resisting. The finer grade calfskins wear well and take a higher polish than side leathers. The "Vici" kid is a dry leather which resists water fairly well. It is soft and pliable. Buckskin and suede are pliable but are porous. Patent leather is impervious, but is necessarily of firm texture and is not a leather for tender feet. The list of qualities might be indefinitely extended, but practical familiarity is to be gained only by actual experience.

It is deemed a praiseworthy idea for dealers to secure occasionally samples of entire skins of upper leather, both for use in displays illustrating to their customers the kind of leathers used, and as affording their clerks an opportunity to see different kinds and qualities of this material in the raw.

Repairing Turn Shoes

It is an easy matter for turned workmen to repair turned shoes when they rip, but many of the shoe repairers are not what we may call benchmen; that is to say, full-fledged shoe makers.

Where a full line of shoe repairing machinery is installed the proprietor is often a man of executive ability and hires out men from different parts, but usually they have one man who can use the awl and the thread, in case one should want to repair a broken welt. Such men would be needed to repair turn shoes when they rip, providing they know how to turn a shoe. If the stitches merely break away, the sole is to be

wet through and turned back as far as the heel, and stitches put in the same channel in place of the broken stitches. Never attempt to turn the shoe back unless it is wet as other stitches, would be liable to break. It would be wise to examine the other stitches closely.

After the shoe is turned and the stitches are weakened, put in a few extra stitches, turn the shoe back and put in a last that will fill out the shoe properly; then level the sole and let dry. Now if the upper breaks away, leaving little of the upper inside, in other words, if the stitches cut through the upper, find a last that would fill out the shoe plump, then wet the sole and the upper and turn the shoe back.

Usually the upper can be stretched enough so that a seam can be taken in unless the last fills it full and plump, by taking in the seam and after the shoe is thoroughly dry it will shrink and become smaller.

Sometimes turned shoes will wear through on the bottom at the bottom of the channel. The channel may be cut too deep or the sole may be a little inferior and the wear reaches this weakest part. In such cases a new half sole has to be put on. Cut the old sole off by taking quite a long scarf, and take this sole that is cut off for use as a pattern to cut out a new one by.

If situated in a shoe city where turned shoes are made you can easily get the soles channelled. If not, an ingenious shoemaker should be able to cut a channel by hand. Turn the shoe wrong side out, cut a scarf on the new sole just like the one on the old sole that was cut off. Then get a last of any style and the same measurement as that the shoe was made on; if it is possible get the measurements any way. Fit the scarfs together as accurately as possible and tack the sole on to the last. Then put two or three tacks in to hold it in place while stitching.

After it is turned and levelled force some good cement into the scarf and stick them together.

The writer has seen turned shoes that were worn through at the channel repaired by putting in a very light tap outside nailed with 3-8 inch cut nails and bevelled off at edges so as to give the shoes as light an external appearance as before they were tapped.

Building Up Your Children's Department

(Continued from Page 22)

letter of the word, but it will give him a good idea of what constitutes a proper stock in the children's department.

Don't Cut Prices

One of the chief reasons explaining why so many shoe dealers cannot make the department bring in revenue, is the cutting of prices, an evil which seems to prevail in most parts. When you buy a pair of shoes from the manufacturer, you are allowed a fair profit, but when you make a reduction to the customer of twenty or twenty-five cents, you are handing over the just profit, to which you are entitled. Don't make these reductions, merely to hold the adult trade of a certain family. When the father or mother complains of the higher price of the shoes being bought for little Johnnie, explain to them that the reason they are being charged more is due to the much better quality shoe they are securing. Emphasize the extra quality, and although you may lose a little trade, you will be better off in the end, for, a good customer will always see and appreciate the reason in your argument.

Finally, boost the children's branch morning, noon and night, advertise constantly, give first class service, and use as a strong talking point, your ability to fit properly. Talk to parents along these lines and interest them, have them consider the welfare of the child's foot, rather than the price. A little thought, and added energy is all that is necessary

How Manufacturer Should Assist Retailer To-Day

Knowing the Value of Latter's Goodwill and How Important It Is Not to Disappoint Consumer Circles—The Wise Producer is Willing to Go To Any Reasonable Length to Please Dealer and Advance His Interests.

Some months ago there was a big parade in Chicago. It was a demonstration in a good cause, the newspapers had given it a great deal of publicity and a large crowd gathered along its line of march. But the managers were inefficient. They had worked up no features to make the parade an interesting spectacle or express the idea behind it in a concrete way. Except a single small group of musicians at the head of the procession, there were no bands. The result was that the spectators saw nothing but a great body of civilians in ordinary attire plodding doggedly along. The monotony, the lack of change, the absence of anything striking or novel bored the spectators and long before the rear guard came up the crowd melted away.

This crowd had been gathered by the advance notices of the newspapers. But the parade itself had no characteristics to attract and hold attention.

Too many manufacturers approach retail merchants as this procession approached its spectators. Their propositions are all more or less alike. Dealers are bored by the monotony, the lack of individuality, of distinction in the appeals made to them, few offerings stand out essentially different from the others and the result is that the majority attract little attention and get little response.

If a manufacturer wants to stir lively interest in his proposition, he must get rid of the drab effect. He must offer the dealer something apart from what other producers offer, and he must offer it in a different way. Entirely apart from considerations in regard to the goods themselves (a topic which will be treated a little later) manufacturers have an opportunity to lift their propositions out of the realm of the commonplace to a point where they will have individuality, distinctiveness and strong appeal by offering the dealers valuable but perfectly possible features of service.

Many producers have factories so organized that they can handle rush business without interfering in any way with the progress of regular orders. The point is that, however a concern is situated it should make absolutely certain that all deliveries are made promptly—and that the dealer should know in advance exactly when he can promise delivery. Such a policy creates confidence in the dealer's mind—a decided asset. This is an entirely different matter from the usual indefinite assurance, "We fill all orders as promptly as possible." Such a phrase is meaningless and the concern that uses it is laying itself wide open to a body blow by any rival firm which can offer definite deliveries.

Helping Out With Practical Suggestions

Another service of maximum effectiveness in binding dealers to a house is practical, specific help in running their stores. A manufacturer with several thousands retailers and a corps of intelligent salesmen will find it easy to collect information of great value to any one of his dealers—not merely methods of selling the producer's own merchandise, but systems and policies which will help him generally in the conducting of his store. A number of progressive concerns have printed and distributed among their dealers courses in retail salesmanship, while still others issue monthly house organs—which touch during the course of the year almost every vital phase of the merchant's business.

The producer who sends the dealer plans designed to fill

WHAT THE RETAIL MERCHANT WANTS

In Goods:—Uniform quality, guaranteed sound values, individuality or medium prices. A fair profit.

In Service:—Prompt deliveries. Protection against overstocking. Helps in selling and advertising.

his windows with the manufacturer's goods alone does not make so deep and lasting an impression as does the one who strives to help the retailer in all his work of merchandising and making his store successful and profitable. Some houses have taught their salesmen the principles of correct utilization

of floor, shelf and window space in order that they can give their customers tips on these topics whenever it is possible tactfully to do so. Others, without dwelling on the sale of their own particular lines, send out suggestions for special sales of all kinds. Such service usually accomplishes its purpose. The retail merchant is human, he feels that if someone does him a friendly act he ought to reciprocate. His reciprocation generally takes the form of orders for the manufacturer's goods.

The Two Stages of the Past

In helping the dealer the manufacturer, of course, helps himself. In the first stage of selling (now almost obsolete), the manufacturer made no effort to help the dealer dispose of the goods he sold him. He simply unloaded his merchandise whenever he could and left the task of moving them on to the consumer to the merchant himself. In the second stage, which was common up to the last three or four years, the manufacturer provided a ready-made advertising campaign for use by the dealer in his local displays and ingenious plans for window displays, featuring the manufacturer's goods. In both these cases the manufacturer has consulted, not dealers interest, but his own, and the retailer has perceived the selfishness of this so-called aid. It is little wonder that houses proceeding along these lines have failed to tie dealers close to them and are compelled continually to seek new retail outlets for their lines.

The dealer policy of the most successful producers now is entirely different. They realize that whatever helps the retailer helps them, and that it is better to go to some trouble and expense to promote his welfare and so make him a permanent, enthusiastic, well trained promoter of sales than to be constantly expending money and energy in the effort to secure new dealers and introduce their products to new groups of consumers.

Knowing the value of the dealer's goodwill and knowing how important it is not to disappoint consumer circles and lose their trade by changing dealers, the wise manufacturer is willing to go to any length within reason to please the dealer and advance his interests. Instead of urging the latter to advertise he takes part of the burden of publicity upon himself and advertises in such a way as to advance the dealer's interest as well as his own. He asks the dealer to send him a mailing list of all his possible customers and creates and mails attractive booklets, cards and form letters to the individuals on this list. He sends the advertising in the retailer's name, often using his letterhead and invariably signing his name to all appeals for trade.

Make Permanent Ally of New Man

When such a producer secures a new dealer he does his best to make a permanent ally of him, so that he can count upon him with certainty as he builds up his business. He is like a general who occupies a country district by district, establishing himself firmly wherever he goes and leaving

strong forts behind him so that he can move on to wider and wider conquests, without the fear of having to turn back and do his work all over again—reconquer territory which he has once already made his own. The aim, of course, is eventually to do on a national scope what he is doing in limited territories; and he is far more certain of accomplishing national distribution in this way than if he began to dissipate his selling appropriation in national mediums and thus exhaust his capital before he had a chance to cultivate any of his selling field intensively.

It goes without saying that if a manufacturer has a proved product and sufficient capital, at the very outset, he has every reason for launching a national advertising campaign—for proclaiming to the entire nation that his goods are sold everywhere, as an aid in securing national distribution. But he must be certain at the same time that his organization will be equal to the tremendous task of carrying on intensive cultivation of the kind outlined above in each of the vast number of territories he is proposing to open.

Cultivating the Ground at Home

A great number of manufacturers, in their attempts to secure dealers, are like Russell Conwell's diamond seeker, who sold a Pennsylvania farm to finance a trip of discovery to South Africa. Returning penniless, years afterwards, he learned that the men who bought his land had located a coal mine upon it and were making a fortune out of the "black diamonds" they were taking out. Conwell used the story to point the lesson that many of us overlook opportunities present right at home because we strain our eyes searching the distant future for a land of promise half a world away. In like manner, many producers go far afield seeking exceptional, out-of-the-way methods of attaining distribution and overlooking the obvious facts which, properly regarded, would give them what they desire.

It is beyond question that the dealer makes his living by supplying the people who live near him with articles that are of value to them. Likewise that the dealer cannot live unless he holds the good will of the people in his neighborhood. If, then, he sells them an article that fails to give satisfaction he is certain, unless he has a monopoly, to lose their trade on other articles. Similarly, the manufacturer who fools the dealer and through him fools the consumers is apt to never have another chance to fool either. To secure a dealer's order once makes little or no money for the manufacturer; re-orders are necessary for a profit. People come back for an article only when it has given them satisfaction the first time they bought it.

The retail merchant is no "get-rich-quick" man. He is located permanently at his place of business. He has to sell to same customers over and over again. He is obliged to give them a square deal every time they come to him. He cannot be a party to any plan that does not give them a square deal.

Show Highest Priced Shoes First

"How should I show a shoe to the average customer, whom I do not know?" asked a clerk of his boss, the other day. "Should I ask a man or a woman about what price he or she wants to pay?"

"By no means," said the boss, "you must learn to judge that for yourself. Never make the mistake of bringing out too low a priced shoe and then trying to work the customer up to a higher figure. I have discussed this phase of the question with several in the business. While all do not agree with me, I have found it much better to always start off the highest priced shoe. I will tell you why. If you are too high, you will soon be informed of the fact by the purchaser, who will intimate, after inquiring the figure, about what he or she wants to pay. On the other hand, if you show too

cheap a boot, you make the person upon whom you wait feel as if they were not worthy of the consideration or association of a good shoe, and in this respect, many people are very sensitive.

"Then, by showing the costlier shoe first, you can very often induce callers who intended to pay only a moderate price to come up higher. They see the finish, the style and the distinctiveness of the highest class of goods, and when the cheaper lines are put along side, they at once come to the conclusion that a dollar or two more does not make any particular difference on a pair of shoes, so long as they get that value and that indefinable, indispensable thing which, in shoeology, we call snap. Yes, sir, always begin by showing people who want a shoe for dress purposes about the best that you have in stock. If a man or a woman wants a working shoe, they will generally be explicit, but when they say they want shoes, it usually means fine or dress shoes.

"I will give you just one instance. A plasterer, after leaving the trowel for the day, came into our store the other evening. He was in high dudgeon and this is what he said.

"I went across the way and asked them for a pair of shoes. They showed me a two fifty coarse looking affair. That was not what I was after at all. I intimated that it was a shoe for Sunday and I guess they thought I could not pay for a good pair. I told them I would go some place else to get served."

"You cannot always tell by a man's clothes just what he wants or how many dollars he is prepared to spend to be shod if he does not want heavy goods for every day work."

Retailers' Stand on Returning Goods

"Who is to be the judge as to whether these shoes should go back or not? Is it the manufacturer or myself?" indignantly declared a leading Hamilton retailer the other day. "I have been in business for years and I ordered a couple of cases of men's shoes of various sizes to be on a last E width. When they came we found out by trying them on certain people who could wear C or D width, that they could scarcely get these shoes on. There must have been a mistake of the factory. Instead of getting E width, I am certain these shoes were made on a last of less width. I promptly sent them all back to the factory. I got a curt note from the sales-manager to the effect that it is one of their rules that no goods sent back to them without their consent would be accepted, and that what I should have done was to have forwarded sample of each case together with my specific complaint, so that they could inspect and judge whether I was justified in my "kick." Reading between the lines, it meant that one has to get the consent of this firm to send back any goods, before they will make an allowance for the return of the merchandise. Now this is certainly a peculiar state of affairs. I wrote back to that house, telling them that as long as I was in business, I was to be the judge as to whether shoes should be returned, whether they were up to sample, whether they were made the correct width, and in the way I wanted them, whether there were any faults in workmanship, material, etc. I am a buyer, and as long as I run a shoe store, I am going to have the privilege of saying whether I can cancel an order and not the manufacturer. The fellow who pays the shot generally has the say in most lines of business, and I intend to see that he has it in the shoe trade, so far as I am concerned, at any rate. I may say the two cases mentioned above are the only two that I have sent back in years."

Alfred W. Donovan, of the E. T. Wright Co., of Rockland, Mass., has returned after a visit to the firm's branch factory at St. Thomas, Ont. The Canadian branch has been operating in its factory for over a year and is enjoying a splendid business.

Proper Way to Learn Brush Work in Card Writing

Several Brands of Brushes in the Market—Some Pointers on Taking Care of Them—Care Should Be Given to Selecting and Mixing Show Card Paint—Do Not Neglect the Detail Exercise Work

In beginning brush work it is essential that you go carefully. Read thoroughly the instructions and follow them closely. Don't merely read them and then do the opposite. In a many instances the latter is the case. Not that a learner does it intentionally, but his great desire to advance quickly and put his work in actual cards makes him overlook a lot of detail exercise work that lays the foundation for a good practical cardwriter. Don't look to the present, it is your future you are working for.

The question of the proper kind of brushes for card-writing use, is one that has been threshed out all over the country by experienced cardwriters and almost in every case the kind that has been agreed upon to be best for practical work is the "red sable letterer" with round nickeled or copper ferrule. There are several reliable brands on the market which should be easily obtained through the mails. There are different grades of sable being used in these brushes, thus permitting some firms to cut the prices, but you are well advised if you secure the best quality sable brush. The

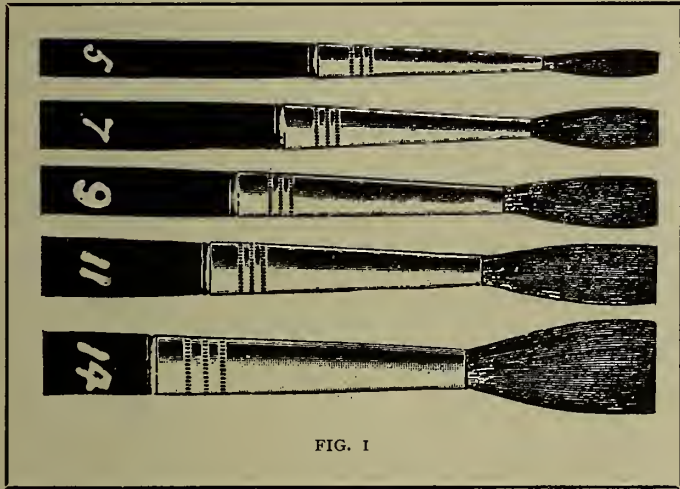


FIG. 1

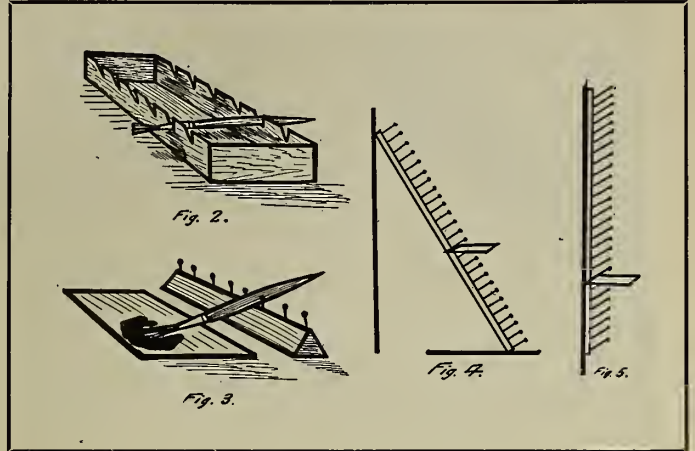
price is a secondary consideration. It is the brush with the life and the lasting qualities that pays in the end.

In selecting a brush dip it in water and draw the hair to a chisel point through the thumb and forefinger. If it is a good one the hair will all be the same length and they will not split. Of course constant use is the only way to find out the value of any brush. You may select two brushes of exactly the same appearance and fill the requirements of the test, but one may last a year longer than the other. It largely depends upon the care the brush is given, how long it will wear.

How to Care for a Brush

Here are a few pointers that will save you many dollars if you comply with them.

Never leave the hair of the brush lying on any surface full of paint for more than a few minutes at a time. If it is left and it dries fast and is pulled, in nine cases out of ten the hair is loosened in the ferrule, and the brush is spoiled. If it ever happens that the brush is neglected in such a manner soak it off with water. If you wish to leave the brush for a while without washing it out, lay it on the edge of the desk so that the hair projects over the edge. The paint can then dry hard and when the brush is required, place back in the paint and it will soon soften again. Fig. No. 1 shows the actual size of the different brushes with their numbers. No. 2 shows a cigar box made into a useful brush holder.



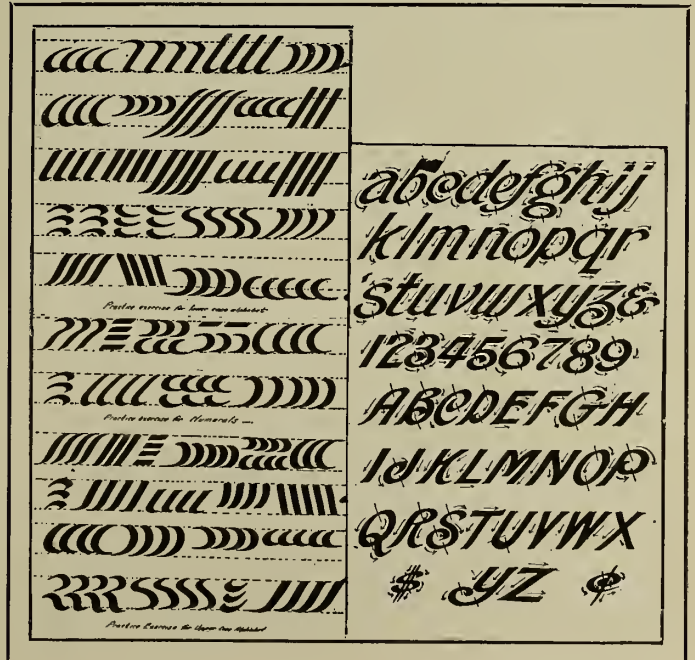
In washing the paint out of a brush use lots of clean water and always be sure to keep it thoroughly clean up in the ferrule. If this is allowed to clog it will cause the hair to split. Don't leave the brush standing in a glass of water any length of time. This will curl the point. When through washing the brush draw hair to a chisel point and leave to dry.

Fig. No. 3 shows an idea, made from a triangular piece of wood on which to rest the brush handle when it is laid down temporarily.

Figs. No. 3 and 4 show the arrangement for card drying racks. One is to attach to the wall, the other to lean against the wall and rest on the desk. Four inch nails and a wood slat is all these require.

Important Points on Colors

In order that the best results may be obtained, great care should be given to the selecting and mixing of show card paint. There are two important points that it always should possess. First it should flow freely. Of course all show card paint when exposed to the air for a length of time will thicken and become hard to work with. By adding water and mixing thoroughly this can be overcome. The



Practice Exercise for the new student

Practice Exercise for the advanced

Practice Exercise for the expert

second point is that it should cover well. If it is a good color and not too thin the white cardboard must not show through in the least.

If it is difficult for you to obtain prepared colors, a good paint can be mixed from distemper colors. These are ob-



tainable at any shop where paint is sold. This must be thinned down with water and a little pure gum arabic added to keep it from rubbing off.

The alphabets and numerals illustrated show a good readable brush stroke type that can be quickly made. The exercises should be thoroughly practiced and mastered before the lettering is attempted. The illustration also shows a few small cards done with this class of letter.

The card for the shoe department is very effective and easily made. The pump shown on the card was cut out of the SHOE AND LEATHER JOURNAL and pasted down. The scroll and lettering was worked up with a brush in an attractive shade of grey.

A Story of Two Rival Shoe Houses

It is nice for brethren to dwell together animated by a spirit of unity, harmony and co-operation, putting aside petty jealousies and spiteful feeling. This is the doctrine that is propounded in all trades and the thought that imbues conventions and associations, but, alas, a large number of members do not live up to it. Only recently a case was brought to the attention of the SHOE AND LEATHER JOURNAL of two shoe dealers in a small town. One has always been very friendly towards the other, but the latter has several times refused to reciprocate. A lady entered the shop of number one the other day and wanted a certain kind of shoe which he did not have. He told her that he thought she could obtain it at his neighbor's up the street. The caller said that she did not care to enter that store, and asked number one if he would not get the footgear for her from number two. The latter dealer declined positively to sell his competitor any shoes whatever. It was not long after this that number two sold out. To show how friendly disposed number one was to the new man, who was a complete stranger in the town, he not only invited him to his house for dinner, but took the trouble to show him around the town, point out the various places of interest and attractive homes. That is the proper spirit and feeling to show toward a newcomer, and sets a good example for the trade.

No one man in any line can corral all the business and he should be magnanimous enough to allow the other fellow to get a share, so long as the opposition is honorable, straightforward and reliable. Another instance was related

to the SHOE AND LEATHER JOURNAL of how in a large Eastern city in Canada a very high-class store was being opened up. There had been for many years in that centre a leading retailer catering to a superior trade. Did the latter resent the launching of the new business which would meet the same class of patrons as he had been serving? Not a bit of it. On the morning of the formal opening he sent over a fine bouquet of roses, to which was attached a card, extending best wishes for the success of the new firm.

There is not much to be gained in being mean, narrow or biased in this life. The merchant who does the right thing at the right time toward either a customer or a competitor rarely suffers. Like begets like in nearly every relation of existence, and the principle of the golden rule is still the most ennobling and all pervading in life's great examples.

Thorn in the Side of Shoe Retailer

A customer came into one of the shoe stores of a western city, and the conversation ran something like this: "I bought this pair of shoes from you about three months ago and they have crippled me so that I can hardly walk?" asked the salesman in a pleasant manner. "The bottoms are all covered with bumps on the inside. I took them to my shoemaker and he said he could do nothing with them. He said the innersoles were of poor leather." "Is that so?" said the salesman, trying to be diplomatic. "Yes," said the customer, "and he (the shoemaker) also said the construction of the shoe was poor."

The shoe in question was very well made. The inner-sole was of white oak, tanned leather, with a cork filler between the inner and outer-sole. At the time of purchase the customer was very particular that the shoe he bought should conform to the bottom of his foot just as this one had done, and he was in doubt as to the construction of the shoe, the shoemaker had, of course, settled this point in his mind.

This is only one of the many cases of this kind that come up every day.

Because some fellow believes he is a handy man at anything he may turn his hand to, he becomes a cobbler, and it is this type of men that make a great deal of dissatisfaction among the customers as well as trouble for the retailer.

He will sit in his little one-horse shop, with three pairs of shoes on the shelves and explain in detail every point in the manufacturing and marketing of shoes, when in fact he can hardly tell a kidskin from an alligator hide.

Conditions of Shoe Trade in the West

A shoe traveler who recently returned from the West says, "Business generally is poor with dealers overstocked, especially on dull calf shoes. Colonials are selling in low cuts to the exclusion of everything else, and 75 per cent. of these are in patent and 25 per cent. of dull kid. The city dealers are demanding longer vamps with narrow toes, while the small dealers insist on shorter vamps and fuller toes. For Fall dealers are not buying so many shoes as formerly, they having decided to run with lower stocks, depending upon manufacturers' stocks as much as possible, and buying as little as possible for future delivery. Cool weather and dull business generally are the causes for the present slow business. Cuban heels are selling 50 per cent. in the Fall orders, kidney heels 25 per cent., leather-Louis 15 per cent. and wood-Louis 10 per cent. In boots patent vamps and cloth quarters are proving the best sellers for Fall.

The Different Types of Shoe Construction Explained

The McKay—A Treatise on the Various Classes of Footwear By a Well Known Expert—Method Used in Manufacturing McKays—Difference Between McKay Imitation and Goodyear Welt

Written Specially for the Shoe and Leather Journal by E. F. LEONARD, Montreal

I have been asked to explain the difference between the appearance of the various methods of shoe construction so that any shoe man may be able to detect the difference between McKay, Goodyear welt, turn and Standard screw. I will start with the McKay shoe.

The McKay was the first shoe to be sewed by machine. The machine was invented by a man named Blake, and for a long time was laughed at by the old time shoe manufacturers, but about the time of the Civil War shoes were needed to supply the American Army in large numbers, must faster than they could be supplied by hand, and a few manufacturers then began to use the McKay machine, now controlled by Mr. McKay, who was at that time manufacturing the outfits. He did not sell them outright, but leased them to manufacturers, who paid a sort of royalty by buying stamps off him, and attaching them to each pair sewed by the McKay process.

Construction of McKay

In the construction of the McKay shoe an iron bottom last is used, and on this last the insole is placed and attached temporarily with three or four tacks driven through the insole into the last through small holes in the iron bottom on the last. These tacks merely hold the insole during the process of lasting and are later removed. On some of the cheaper shoes the insole is held in place by the operator during the process of lasting and the tacks left out.

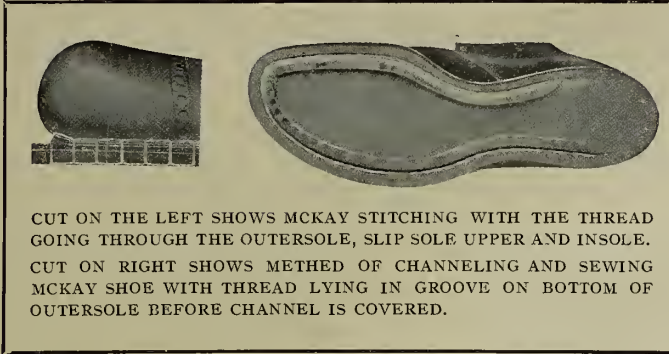
The insole in a good McKay shoe is a piece of leather shaped out by a pattern, the exact shape of the bottom of the last. As the shoe is cheapened the insole is made of different materials such as leather skivings pasted together, a skiving of leather and a piece of pasteboard. Sometimes a piece of strong heavy duck and a skiving of leather, or the duck and leather board are pasted together, and then in some of the cheaper McKay shoes and slippers the insole is made of leatherboard or common cardboard.

You can readily understand that some of these materials are not conducive to good service or wear, are a little more than trash, and if worn on a good stormy day would probably fall apart, but the McKay shoe with a good solid leather insole or a good canvas re-inforced insole is very serviceable.

The outersole of a McKay shoe is cut by a pattern slightly larger than the insole so as to leave extra material to come outside of the edge of the last and leave an edge to finish the shoe. The outersole is generally channeled on the bottom with a wide channel and a groove so that the thread may lay in the groove on the finished shoe.

The upper or top of the shoe is made the same as every Goodyear welt shoe, only a little larger to allow an extra lap on the bottom for lasting.

The upper is placed on the last and the counter or box toe of whatever material used is placed in position, then the upper is grasped firmly by pinchers, pulled over the last, by hand or machine, and tacked down firmly with short tacks which go through the insole, and clinch down on the iron bottom last. These tacks remain permanently in the shoe and are driven all around the shoe until the upper is



CUT ON THE LEFT SHOWS MCKAY STITCHING WITH THE THREAD GOING THROUGH THE OUTERSOLE, SLIP SOLE UPPER AND INSOLE. CUT ON RIGHT SHOWS METHOD OF CHANNELING AND SEWING MCKAY SHOE WITH THREAD LYING IN GROOVE ON BOTTOM OF OUTERSOLE BEFORE CHANNEL IS COVERED.

pulled down firmly to the shape of the last and held in place by the tacks.

These tacks are one of the discomforts of a McKay shoe. The outersole is next put on after a piece of wood or steel has been attached for a shank. The outersole is first attached by driving a few small headed nails inside the groove in the channel on the bottom of the shoe. The shoe is then allowed to set a short while

so that the counters and boxes may dry out, then the shoe is ready to be McKay sewed.

The last has been removed and the shoe is placed on the revolving horn of the machine, bottom up. The needle of the machine goes in the groove of the channel through the outersole of the shoe, through the portion of the upper that has been lasted in, through the insole of the shoe and into a small hole in the apex of the horn inside the shoe. The hook on the needle grasps the thread that has been coated with hot wax by passing through a wax pot at the base of the horn and pulls the thread through the shoe in a sort of chain stitch that is repeated about three stitches to the inch all around the shoe. Rubber cement is then put in the channel along the bottom of the shoe and when dried the flap of the channel is turned down and the channel closed. The shoe is then levelled so as to give a smooth bottom and finished in the ordinary way.

McKay Imitations to Welts

In making the McKay shoe a number of different schemes are used to imitate a Goodyear welt. Sometimes a double sole or welt is used stitched all around the edge so as to look like a Goodyear shoe. Others a light sole is stitched on by McKay and another sole is stitched by a Goodyear stitching machine. This shoe cannot be told from a Goodyear shoe on the bottom, but the inside of the McKay shoe always tells the story. You see the thread in the McKay shoe through the outersole and the insole and remains on the inside of the shoe. The tacks are also clinched right through the insole and both the thread and tacks in order to give any comfort or to imitate a welt shoe must be covered. In the cheap shoes a covering is made of imitation leather, skivings or painted paper, and when the shoe is meant to sell to the consumer for a welt shoe, the tread and tacks are covered with a grain sole leather skiving that on a superficial examination, would pass for a welt shoe and a smooth insole.

When buying shoes of this kind, and any kind of shoes are represented to you as welted shoes and you have reason to believe otherwise, always look inside the shoe and lift the covering of the insole. In McKay sewed shoes you will see the telltale thread and tacks artfully covered.

The McKay is a good strong serviceable shoe if made of proper materials, but on account of not being smooth inside, it is not as comfortable as a welted shoe, then the wax on the thread sometimes draws tender feet and the large holes made by the needle in sewing on the sole are very apt to let in water after the shoe is worn a short while. The holes go in directly from the insole into the inside of the shoe and have a direct connection with the outside and the water passes in around the stitches.

A Black Art Window for White Shoes

By CHAS. S. EDGAR

The "Black Art" trim illustrated herewith is similar in effect to the stage settings used by some of the world's most famous pantomimists, with the exception that white footwear is used instead of human actors. In this window the shoes seem to be floating in mid-air without support of any kind. This effect is produced by means of black fixtures, backgrounds and special lighting effects.

To build the setting for this window make a box, in size slightly larger than the opening in the lattice and of sufficient depth to allow the shoes to be displayed in such a



manner that the front ones do not come any closer than six inches to the opening. This box is lined with black felt.

The lattice is next built. As this is a common part of the trimmer's work, an explanation of its construction is not necessary. When this has been made, fasten black felt to the back of it, leaving the large centre panel open. The strips, which enclose the opening, should be wired for electric lights as shown in the illustration. These lights are not absolutely necessary, but should be used, if possible, as they serve to increase the intensity of the blackness within the box, and thus heighten the effect of the display. Care should be taken, however, that none of the light is thrown directly into the box.

All the stands to be used in this trim should be covered with the black felt so as to make them invisible when placed inside the box. Some of the shoes may be suspended from black threads, and in this way lessen the number of stands to cover. It is best to use only shoes with covered heels, although the leather heels of the others might be whitened with any of the white cleaners sold by the store.

If the store handles white hosiery a few pairs might be draped over the stands before the shoes are placed, but care should be taken that the hose do not reach to the floor of the window for this would take away the effect of the shoes being unsupported.

Black price tickets lettered white should be used in this window. If small black signs are fastened to the back of the box, the white letters would also appear to float in the air.

The space in front of the lattice, which should be about half of the depth of the window, should be used to display black and colored footwear. The price cards for this part of the display should be white or tinted so as not to reveal the secret of the floating letters used in the other section.

A window carried out along these lines ought to bring results that will well repay the trimmer for his time and

trouble in getting it up. If it is used in a window of sufficient depth to conceal the fixtures in the box, it should make your store the talk of the town, and even if used in a shallow window the passer-by will have to look twice before he discovers the secret.

Where Do the Profits Go ?

This is a question asked by most merchants the first of each fiscal year. In many cases the answer is, failure to turn over capital often enough. And the cause of such failure are:

Unsaleable overbought stock.

Losses on overbought stock.

Too many competing brands.

The exceptions are so few that it may be said that all buyers overbuy. But the plausible salesman and his perennial story that this merchant "bought five dozen" and that one "seven cases" will be your undoing again.

New Manager of Nugget Polish Co.

John Harris, recently appointed Canadian manager of the Nugget Polish Co., Toronto, although comparatively strange, as yet, to the Canadian trade, is well known to English shoemen. He was salesman for over six years in England, during which time he made many friends as the representative of the Nugget Polish Co., whose head office is situated in London.

It will interest many Canadians to hear that Mr. Harris served in the South African campaign and he has several medals which he obtained during the war. He is also considerable of an athlete and was for four years honorary auditor of the London Lather Trades Athletic Association, and is also an associate of the Chartered Institute of Secretaries, a large English organization with a membership of over four thousand. He was present at the annual dinner of the Nugget Polish Co. recently held at Kennington Oval,



and stated that the prospects for the coming year look very bright. Mr. Harris is a good business man as well as a thorough gentleman. He is greatly interested in the possibilities of the trade in Canada and has already made many friends. He succeeds W. F. McNeill, who recently resigned from the company.

STRAY SHOTS FROM "SOLOMON."



What's in the heart comes out in the face. A black-guard can no more help showing the dirt that is under his skin than a good man can keep from radiating benevolence and truth. A fool speaks through his countenance, and a wise

GOOD LOOKS man draws others to him by the sign he hangs out on his forehead. "A man's wisdom maketh his face to shine and the strength of his face shall be changed." We can't all have shining faces, but we can let what little light we have indicate our sympathy with those who carry the torch. We might all be a little better looking if we gave our minds and hearts to those things that belong to true wisdom. The reason many of us look so cross eyed is that we have always one eye on our neighbor's faults and the other on our own wrongs. If we could only see the advantage of thinking wise, pure, hopeful, helpful, peaceful thoughts, we would be saner, healthier, and happier. But we go on encouraging the dog that is in us and stirring the snarling, biting disposition in others until the world is full of yelping, snapping and flying fur. A good deal of your unhappiness is your own fault.

* * *

There are men who flounder into ditches and stumble over logs who blame heaven and the town council when it is their stupidity or carelessness that gets them into the mess. Don't whine about Providence

DON'T SOB if neglect and extravagance have landed you up against serious trouble. Don't sit down and proclaim your woes. Up and at it again, dodging the pitfalls and obstacles that threw you on your back. The man who makes the same mistakes twice is something worse than a fool, and when his mistakes cost others money and sorrow and pain he deserves rather more than hard words. "The simple pass on and are punished." Look well to your going. Don't blather excuses or whine complaints when you wander from the right path and get stuck in the mud. Get out and get on. Stumbling blocks and ditches are what make cautious and sturdy legged travelers. The place for the whiner is in the ditch. There is too much work to be done in the world for real men to stand sobbing about their troubles.

* * *

Keep clear of gunpowder and men that go up in the air when touched. The man with a thin skin is brother to the fellow with the thick head. They both go off half cocked.

SHAKE HIM but the fellow who fires every time he is prodded is a more dangerous man than the fool who points his gun at every moving bush. If you hunt with one of these scatter-brained, hair-trigger lunatics you may expect to get a dose of shot in the back or be jailed as an accomplice in a manslaughter case. "Make no friendships with an angry man and with a furious man thou shalt not go." Your own enemies will keep you thinking fast enough without taking up the foolish quarrels of a hot-headed blunderbuss who is as apt to turn on you as on his opponents. Mixing in other people's quarrels is the most senseless and thankless philanthropy known. Better a whole head and a good name than a legion of brawling friends and their good opinions. Give the whole road to the fire eater.

If you took as much pains to keep your word and pay your debts as you do to clean your nails and keep your neck tie straight, you would have a better commercial rating. There are men who are careful about their persons and particular about their surroundings, who let their notes go back and who habitually trump up claims against those who sell them goods. It is a good thing to be clean on the outside when all is wholesome within, but we are warned to beware of him who makes clean the outside of the cup and platter when the inside is full of ravening and wickedness. "A good name is better than precious ointment." Don't expect scent on your handkerchief or wax on your moustache to hide the kinks in your character or stop up the holes in your business reputation. Some of the worst scoundrels unjailed are gentlemen as far as these outward things go. The man who gets his eye on appearances usually lets go the real thing.

* * *

Some men are not fit to be "bosses." They haven't it in them to get the best out of their men and the man who can't do this is better plugging for someone else. "There is a time wherein one man ruleth over another to his own hurt."

RULING OTHERS Don't make it impossible for your employes to be loyal to you. That bad temper or foul mouth costs you a lot of money in a year. That lying, hypocritical example you put before your clerks will tell on you in the long run. There are men reading these words who are putting a premium on dishonesty in their establishments every day by their crookedness with the houses they buy from or the customers they sell to. A man takes a great responsibility at any time when he pays another to do his bidding; but when he puts young men to the strain of seeing the moral law made a joke or his Creator's name blasphemed, he is daring more than a man ought. Don't lord it over your help. Don't set them an example that will get back to you in the next world if not in this.

* * *

Putty men please nobody, not even themselves. The "yes, yes" fellow is of no account in business, on the street or in church. There are men to-day in senile decay who have got there by simply saying "yes"

DOUGH FACES to everything put before them. It is a bad day for a man when he neither has nor gives opposition. Conflict is the very wine of life. The man against whom no wind blows and no force sets itself has a poor chance of becoming more than a puppet. The man that makes a rabbit of himself may expect to be chased by dogs. Let your neighbors put a sawmill on your back and they will soon put the dam there too. They may call you a jolly fellow to your face but they will call you a soft ass behind your back if you let them load their dirty work on you. "The simple believeth every thing" but the man of sense won't let people walk over him. The man who is cheated once is, perhaps, to be pitied. But the man who lets his neighbor put over the same thing twice is about as bad a knave as the man who "does" him.

Well Known Salesmen Branch Out

A new firm which recently started is that of Wood & Baggs, manufacturers' agents, 163½ Church street, Toronto, who supply findings and supplies for shoe factories. It is composed of F. E. Wood, who was for over ten years associated with the Canadian Rubber Co., Limited,



FRED E. WOOD OF WOOD & BAGGS

Montreal, and later the Canadian Consolidated Rubber Co., and Will J. Baggs, for nine years Ontario salesman of the Anglo-Canadian Leather Co., of Toronto. The new company represent numerous well known concerns, among them being Eugene Guay, Montreal, shoe counters; Independent Box Toe Co., Montreal; Wood Bros, St. Catharines, Ont., lace leather and cut belt and hockey laces; Chas. H. Horne,



W. J. BAGGS OF WOOD & BAGGS

Haverhill, outsoles; Gardner, Beardsell & Co., Boston, Good-year insoles, and the Boston Cutting Die Co., of Boston.

Mr. Wood, in addition to being with the Canadian Con-

solidated Co., also covered Eastern Canada at one time as salesman for the old Durham Rubber Co., which was located in Bowmansville, Ont. He has great ability as a salesman, and is confident of the success of the new venture. Mr. Baggs, who also feels that bright prospects are ahead, is well known in Canadian shoe circles, although he is but a young man. He has covered during his career, as well as Ontario, the Maritime Provinces and the Northwest.

A sample stock is carried of all lines that are handled by the firm, and to date, they report business as being very good, although the company has been in operation only since June 1st.

Panther Rubber Co. Opens in Sherbrooke

The Panther Rubber Manufacturing Co., Sherbrooke, Que., have started operations and their plant is well equipped. Chas. A. Joslin is the superintendent and Robert E. Katz is sales manager. The output of Panther Tread rubber heels and rubber soles, soling and mould goods will be marketed to the Canadian trade through jobbers. The company have been selling in the Dominion for some time and expect to greatly increase the demand for their goods by means of their new works. Wm. Bernstein, of Boston, treasurer of the company, paid a recent visit to the Sherbrooke plant. The Panther Rubber Manufacturing Co. have factories at Stoughton, Mass., and Trenton, N.J., and expect in a few months to be turning out fifty gross of Panther Tread rubber heels a day, as well as 1,000 pairs of soles, at Sherbrooke. The manufacturing premises are about 200 feet long by 50 feet wide and are well lighted. Downstairs there are four mills for grinding and also four heavy presses, while upstairs are the packing, trimming and shipping departments. The company are well pleased with the prospects for their Canadian business. The plant is operated by a 200 horse power motor, and new employes who have been trained by experts from Massachusetts, are rapidly getting into shape.

Tourigny & Marois Rebuild

Work has started on the new factory of Tourigny & Marois, Quebec. It is being erected on Arago and St. Valier streets on the site of the former shop, which was destroyed by fire some months ago. The present factory will be very much larger and the floor space will be nearly 100,000 square feet. There will be six flats. The frontage of the building on all sides will be 305 feet long, including the wing, while the width will be 60 feet. It will be of mill construction throughout with windows 6½ x 6½ feet and 30 inch wide pilasters. The offices and two complete suites of sample rooms will be on the first floor on St. Valier street. There will be a sprinkler system, while the premises will be kept clean by means of a blower system. All stairways, elevators, etc., will be located in the tower and the capacity of the factory will be from 4,000 to 5,000 pairs a day. The firm make McKays exclusively in misses', women's and children's, men's boys' and youths' and use only two leathers, dongola and calf. Mr. Marois expects that they will start manufacturing in their well appointed and admirably lighted new home about September 15th. In company with his architect he visited all the leading shoe factories of the United States in search of pointers and has embodied all the latest ideas in the plans for his new structure.

The trade journal, "Shoe Findings," is to be published from Chicago after this month, where their address will be 5 South Fifth avenue. The SHOE AND LEATHER JOURNAL joins in wishing them all success in their new location.

Newsy Briefs From Quebec

Zoe Chateauvert, wife of L. Pinsonneault and mother of Alf. J. Pinsonneault, shoe jobber, and Quebec representative of the Kingsbury Footwear Co., Montreal, died at her residence in Quebec on the 1st of June. The funeral service was held on the 3rd inst. at St. Jean Baptiste Church, where a large number of relatives and friends of the deceased were present.

Shoe prospects in Quebec are looking much better now than they did two or three weeks ago. Orders to be delivered in September and October are being received by many manufacturers. Quebec retailers complain that owing to the bad weather experienced in May and the first few days of June, the volume of business for these two months is very small.

A very pleasant shock was experienced by Jas. Lebric, hide dealer, of this city, recently, when his friends tendered him a presentation of a fine three hundred dollar silver service, the occasion being the twenty-fifth anniversary of

his wedding. A majority of Quebec shoemen and tanners were present and all joined in wishing him long life and hoped to be present at his golden wedding.

At the meeting of the directors of Ames-Holden-Mc-Cready, Limited, held in Montreal, on June 11th, the regular quarterly dividend of $1\frac{3}{4}$ per cent. on the preferred stock, payable July 1st, was declared. More than ordinary interest was taken in the declaration in view of recent weakness of the stock. Mr. D. Lorne McGibbon, president, in discussing the action of the directors, stated that it was chiefly due to the promising outlook for the coming year that it was made. He also stated that the position of the company was much stronger now than ever before in its history. So far this year orders have held up well with last year. The prospects for a good crop are bright and as the next dividend does not fall due until October, by that time the merchants all over the country would be discounting the favorable conditions caused by a bountiful crop in volume, as they were now high and dry of all goods.

"FARTHEST NORTH" SALES BRANCH

The Edmonton branch of the Canadian Consolidated Rubber Co., the staff of which is shown in the accompanying illustration, has become, during the last year or so, one of the most important depots of the company.

This branch is in charge of Mr. Charles H. Himburg, who was born in Bridgeport, near Berlin, Ont. He took a position as salesman with the Kaufman Rubber Co., with whom he remained for a period of over five years, during which time he secured a fund of information on rubber footwear. Immediately after leaving the Kaufman Rubber Co. he started with the Canadian Consolidated Rubber Co. and has occupied various positions with the concern until now he is manager of their "farthest north branch."

J. L. Bond started with the Canadian Rubber Co., Limited, Winnipeg, in 1907, remaining there as accountant till 1910. He joined the Edmonton staff at its opening in 1911, since then he has been going ahead fast.

L. N. Miller, who is well known to the retail trade of Alberta as "Mill," was with the old Canadian Rubber Co., Calgary branch, for some years previous to the opening of the Edmonton warehouse. He was also employed for several years by the Winnipeg Rubber Co., Limited, and is a thorough rubber salesman.

F. W. Henderson is of English birth, hailing from Yorkshire county, whose inhabitants are known as "Tykes." Going to the Yukon in 1901, he worked for some years with the Oak Hall Clothing Co., Bonanza Creek. Arriving in Edmonton in 1905, he spent several years in the employ of Revillon Bros. From 1907 to 1911 he was with Messrs. James McCready Co., traveling in Northern Alberta. He has established a nice trade in this section since joining the sales staff of the Consolidated Co. in 1911.

These gentlemen are all associated with the Edmonton office and are responsible for the fine showing which the company are making in that territory. Much friendly rivalry is evinced, but co-operation seems to be the motto of all.



Miner Rubber Co. to Hold Convention

The second annual convention of sales agents, representatives and branch managers of the Miner Rubber Co. is to be held at Granby, Que., on the 25th, 26th and 27th of



W. H. MINER, GENERAL MANAGER OF THE MINER RUBBER CO.

this month. The convention last year was a huge success, but it is expected that the coming on will be even better attended. A full programme has been mapped out as follows:—

Thursday, June 25th:—9.10 a.m.—Guests will assemble at private car which will be found attached to 9.10 train for Granby at Grand Trunk Station, Montreal; 11.30 a.m.—Arrival at Granby; 1.00 p.m.—Luncheon, Granby Hotel; 2.30 to 6.00 p.m.—This time has been set apart for private interviews between sales agents and branch managers with the management of the company. A time table showing this in detail will be furnished later; 6.30 p.m.—Dinner at respective hotels; 7.30 p.m.—Automobile drive.

Friday, June 26th:—9.30 a.m.—Inspection of factory; 1.00 p.m.—Luncheon at respective hotels; 2.00 p.m.—Business session; 8.30 p.m.—Formal dinner, Windsor Hotel.

Saturday, June 27th.—7.35 a.m.—Return in private car to Montreal, arriving 9.45 a.m.

Had a Successful Year

The United Shoe Machinery Company in the year ended March 31st last made a high record in earnings. The net of \$6,177,114 was, however, insignificantly in excess of 1913, so that the balance for the common stock after preferred dividends showed no appreciable change—\$4.80 per share in each year. Earnings and balance for the common for the past four years compare as follows:

| | Net earnings | Common share out | Net per share aft pf divs |
|------------|--------------|------------------|---------------------------|
| 1914 | \$6,177,114 | \$1,144,402 | \$4.80 |
| 1913 | 6,160,167 | 1,144,402 | 4.80 |
| 1912 | 5,958,720 | 1,143,977 | 4.70 |
| 1911 | 5,780,106 | 1,113,977 | 5.00 |

The United Shoe's balance sheet has a fine showing of cash and receivables. "Accounts payable" are small. On March 1st last quick assets of \$24,587,000 and accounts pay-

able of \$364,000 left net working capital of \$24,200,000. The United Shoe has not paid an extra dividend since the 1911 fiscal year and its working capital has consequently increased nearly \$9,000,000, as shown in the following table: 1914, \$24,200,000; 1913, \$20,500,000; 1912, \$17,200,000; 1911, \$15,600,000.

A significant statement this year is that the balance sheet valuation of \$27,074,000 for "stocks and bonds of other corporations" is "in the opinion of the board of directors, less than their actual value."

President S. W. Winslow says: "The suit instituted by the Department of Justice for dissolution of the company is still pending. While the litigation has been costly to the company and has taken much of the time of its executive officers, the suit has been serviceable in demonstrating the public benefit of the company's policy and in correcting misrepresentations by its critics."

A. R. Clarke & Co., Toronto, secured some excellent advertising in the window of Eaton's store recently when they loaned to the shoe department a mounted Russian pony to direct the attention of the public to Russia colt shoes made from their leather, supplied by the firms of manufacturers who were selling shoes to the Eaton Company. The colt skin, brought to Canada by A. R. Clarke & Co., who annually import many thousands of skins from Russia, was mounted by a taxidermist, and when set in a big display window, amid a showing of colt shoes and suitable cards it commanded a lot of attention. One of the cards in the window stated that six hundred thousand skins were exported in Russia each year; the figure should be more like six million as the industry is a very large one in Russia.

Combination Sailor Tie and Colonial

A new idea in shoe showings which is proving very popular this season is the sailor tie shown in the accompanying illustrations, which, by simply removing the bow and substituting a buckle can be converted into a natty colonial. The pump, which comes in patent leather and brocade backs, is a one-eyed oxford tie through which the bow is arranged. When the colonial is desired, the bow is untied and run through a buckle to fasten it. It carries a long vamp, plain recede toe, and fairly high kidney heel.

Another new idea in connection with this shoe which



gives better value to purchasers, is that it is white lined, so that it can be worn with white stockings, the shades matching. It carries a one-inch ribbon for the bow and retails at \$5.00 per pair. A very large demand is being felt for the pump by J. C. Budreo, shoe retailer, Toronto, through whose courtesy it is shown here.



AMONG THE SHOE MEN.



The Cristo Shoe Co., Montreal, have registered.

A. Binette, shoe retailer, Montreal, has assigned.

Rutherford Bros., Ogden, Alta., have discontinued.

A. Alexander has opened a shoe store in Welland, Ont.

The London Shoe Store, Montreal, has been registered.

G. W. Forbes, Brandon, Man., has sold out to S. Sanford.

H. Greenberg, shoe retailer, Montreal, recently assigned.

A new shoe repairing plant has been opened at 354 Elgin street, Ottawa.

The Canada Last Co. will build a plant on Van Horne street, Toronto.

H. Barringer, Simcoe, Ont., is erecting a new shoe store in that town.

A new front is being installed in the Sutherland Shoe Store, Kingston, Ont.

The Everbest Shoe Co., Montreal, have registered to manufacture footwear.

The Dominion Last Remodeling Company was recently registered at Montreal.

Mr. Budgeo, of Allen, Foster & Willet Co., Lynn, Mass., was in Toronto last week.

R. Aboud & Co., of Cobalt and Haileybury, have assigned to N. L. Martin & Co.

Alterations have been made to the building of the Berlin Felt Boot Co., Berlin, Ont.

The Regina Shoe Company, of Montreal, recently installed more new machinery.

C. F. Hayes, superintendent of the W. B. Hamilton Shoe Co., Toronto, has resigned his position.

J. K. Rose, of Toronto, representing Rice & Hutchins, was in Montreal on business last week.

The Union Shoe Store suffered damage by fire, among other retailers, in Winnipeg recently.

J. Davis has been appointed foreman of the fitting room of the John Ritchie Co., Quebec.

J. B. Belanger, of Marier & Trudel, Quebec, was recently in Sudbury, Ont., on a business trip.

A shoe manufacturing concern has been registered in Montreal called the Everwear Shoe Co.

Chas. Campbell, of the Boston Last Co., Richmond, spent a few days in Montreal last week.

The Quebec Bank have obtained a judgment for \$1,700 against the Rapid Shoe Repair Co., Hamilton.

Paul Galibert, Jr., representing P. Galibert, glazed kid, Montreal, was in Toronto this week on business.

J. T. Tebbutt, of the Tebbutt Shoe and Leather Co., Three Rivers, was in Toronto last week on business.

A. B. Maison, Montreal, shoe retailer, has assigned and a meeting of creditors has been called for June 18th.

E. T. Jacobi, of P. Jacobi & Co., Toronto, recently spent a few days at Lake Simcoe on a fishing expedition.

Joseph Greenwood, shoe retailer, 579 Bloor street west, Toronto, has disposed of his business to M. Wilson.

John Ritchie, of the John Ritchie Co., Quebec, left last week on a trip to Winnipeg and other Western points.

J. G. Trudeau, Canadian representative of the Lionne Varnish and Leather Co., reports an active demand for the

preparation of this company, and during the past few days several orders have been received from the Old Country.

Alfred Leeder, of Leeder & Co., Battleford, Sask., was in Toronto and Montreal last week on a business trip.

Mr. Henry Steel has accepted a position with the Solid Leather Shoe Co., of Preston, Ont., as superintendent.

Fred McFarlane, representing E. T. Wright & Co., St. Thomas, in Western Canada, returned home last week.

A boot and shoe store has been opened in Durham, Ont., by W. L. Saunders and Fred R. Aitchison, of that place.

Nichol & Loggie, Limited, of Regina, have been succeeded in their boot and shoe business by Loggies, Limited.

H. A. Beatty, of the American-British Canadian Distributors, Toronto, was in Montreal last week on business.

F. W. Knowlton, of Montreal, manager of the United Shoe Machinery Co., spent a few days in Toronto last week.

J. L. McPherson, of the John McPherson Co., Hamilton, has been spending some time in England and on the Continent.

J. A. Scott, leather dealer, Quebec, is among the latest to join the ranks of the autoists. He has bought a neat run-about.

Frank W. McKeen, Quebec, shoe manufacturer, has been a recent visitor to Boston. He reports business as being brisker.

It is reported that the Dominion Shoe and Slipper Co. has been absorbed by the Canadian Consolidated Felt Co., Limited.

C. J. Fitzgerald, President of the Cook-Fitzgerald Co., Limited, London, is in Boston and other shoe centres for a few days.

F. J. McKenna, Montreal representative of the Murray Shoe Co., was in Toronto, Hamilton and London last week on business.

G. A. Blachford, of The Blachford Shoe Manufacturing Company, Limited, Toronto, was recently in Detroit on a business visit.

The Smardon Shoe Company, Montreal, have plans under way for an addition which they will build to their present factory.

Nap. Tetrault, of the Tetrault Shoe Manufacturing Co., Montreal, has returned from a business trip to New York and other Eastern centres.

Geo. Rumpel, the widely known felt footwear manufacturer, of Berlin, was in Montreal last week on his way home from a trip East.

L. Lawson & Co. opened a new store recently in Thorold. Besides men's fur'nishings and clothing, they handle a line of boots and shoes.

Alfred Minister, of the Minister-Myles Shoe Co., Toronto, has returned from an extended business trip through the Canadian West.

The Salem Tannery, at Salem, Ont., was damaged by fire on June 14th, but the blaze was extinguished before any serious damage resulted.

Although the majority of shoe factories in Quebec are quiet it is understood that the lasters have presented a requisition to the employers which practically means an increase of twenty per cent., to take effect November 1st. It is not

expected that any trouble will result from this demand, and it is anticipated that a mutual agreement will be reached in the meantime.

Geo. P. Balfre, Montreal representative of the Chicago Tanning Co., visited Toronto and several centres in Ontario during the past week.

H. A. Thompson, of the Thompson Shoe Co., Montreal, who has recovered from his recent illness, was in Boston last week on business.

E. E. Bird, manager of the Boston office of the Davis Leather Co., recently visited the company's tanneries in Newmarket and Kingston.

John Lennox, of John Lennox & Co., wholesale shoes, Hamilton, who has been suffering from an attack of rheumatism is rapidly improving.

The Twin-City Rubber Depot at 77 King street west, Berlin, is the latest house to open its doors under the management of R. W. Lautenschlauger.

C. S. Pace, boot and shoe retailer, of Saskatoon, Sask.,

who was burned out last March, has re-opened a fine new shoe store at 127 Second avenue south. He will handle high-class boots and shoes and will also carry a traveling goods department.

The Canada Last Company, of Toronto, is to erect a new factory that will cost \$8,500. It is to be of brick construction, two storeys high, and 36 by 42 feet.

W. H. Miner, of the Miner Rubber Co., Granby, Que., was in Montreal last week attending the annual meeting of the Canadian Manufacturers' Association.

M. L. Ballard, bottoming room foreman with Ames-Holden-McCready, Limited, has taken a similar position with the Pingree Shoe Co., Detroit, Mich.

Exports of leather for nine months ending March 31st, amounted to \$16,800,000. They amounted for the corresponding nine months in 1913 to \$20,700,000.

E. F. Leonard, Montreal, formerly superintendent of the Slater Shoe Co., left last week to spend the Summer at his country home, Nantasket Beach, Allerton, Mass.

J. A. Adams, vice-president and general manager of the Murray Shoe Co., London, Ont., and I. J. Johnson, director of the company, were in Boston during the past two weeks.

George E. Williams, of D. D. Hawthorne & Co., Toronto, who has been ill for some time past, is rapidly regaining his health and is at present recuperating in the country.

J. A. Steel, foreman of the cutting room of the Wm. A. Marsh Co., Limited, Quebec, has resigned to take charge of the cutting room in the Solid Leather Shoe Co., at Preston, Ont.

Oscar Rumpel, formerly with the Consolidated Felt Companies, as assistant general manager, is to erect a factory and start in the manufacture of felt footwear himself at once.

R. E. Jamieson, sales manager of the Canadian Consolidated Rubber Co., Montreal, has returned after a business trip of several weeks to all the company's warehouses in the Canadian West.

The firm of Gale Bros., of Quebec, have a line of McKay samples for women for Spring and are adding to their regular output of misses' and children's and growing girls' footwear.

The Macfarlane Shoe Co., Montreal, intend erecting this Fall an addition of 100 feet to their factory, which will give them a depth of 250 feet. They are very busy at the present time.

Mr. Allen Simpson, shoe retailer, at 419 Parliament street, Toronto, was operated on last week for appendicitis, but is reported to be improving. He is in the Toronto General Hospital.

P. T. Richardson, proprietor of Richardson's shoe store, Eighth avenue, Calgary, has retired from the shoe business. He has large oil interests, and feels that they require the whole of his time.

August Stanke, superintendent of the Berlin Felt Co., Berlin, Ont., has severed his connection with that firm and was recently purchasing machinery for a new felt factory, to be established in Berlin.

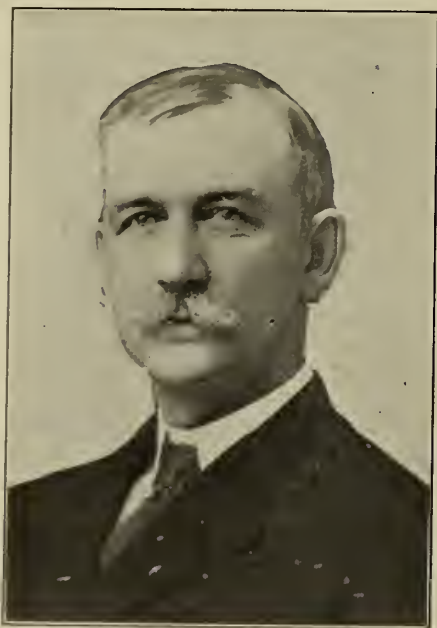
L. E. Chamberlain, shoe retailer, Sherbrooke, Que., has acquired the clothing and men's furnishing business of J. J. Mullins in that city. Mr. Chamberlain will continue to operate the two stores, at least for the time being.

The Boston Last Co., Richmond, who this Spring erected an addition for office and model room purposes, will extend their premises at an early date by a three storey addition which will increase the capacity of the company.

The Blachford Shoe Manufacturing Co., Limited, 92 Sherbourne street, Toronto, who recently started in business, are now getting settled in their new quarters. A complete equipment of shoemaking machinery has arrived and

A THOROUGH SHOEMAN

He is a shoeman in every sense of the word, having been brought up in the business, and his father and brother were both practical shoemen. The photo shown here will no doubt be recognized by many as that of J. A. Taylor, of Petrolia, Ont. He started his shoe career in 1875 as an apprentice at custom shoemaking with Taylor & Son, Aylmer, Ont. The firm was composed of his father and eldest brother. After working on the bench at home about five years, he was struck with the wanderlust and put in the next few years in various cities in Michigan, Wisconsin and Illinois, where he worked in several shoe factories. After this he returned to Canada and engaged once more in cus-



tom work in several Ontario towns. He branched out in business for himself at Dresden, where he remained for over sixteen years, building up a fine trade. About four years ago he sold his business and purchased that of A. McDermid, Petrolia, where he has since remained. Mr. Taylor is a live wire and believes in going after trade instead of waiting for it to come to him. He is very well known in Central and Western Ontario and respected by all his friends. He takes a keen interest in his business, which he operates along modern lines.

is being installed without delay. It is expected by the management that cutting will be started this week.

There recently has been installed in the shoe factory of O. Goulet, of Quebec, a Rex pulling over, a Rex rotary pounding and trimming machine and other equipment to complete a line used for McKay and Standard Screw work.

E. T. Weaver, formerly superintendent of the Relindo Shoe Co., of Toronto, and more recently employed by a shoe concern in Salem, Mass., has accepted a position as superintendent of the Boner-Allen Shoe Co., of Buford, Georgia.

F. M. Morgan, manager of the Edmonton warehouse of Ames-Holden-McCready, Limited, has also been appointed manager of the Calgary Branch. G. W. Hagle, of Calgary, will assist Mr. Morgan in the direction of the latter branch.

W. W. Lindsay, representing E. T. Wright & Co., St. Thomas, in the Maritime Provinces, returned home a few days ago. He reports business conditions in the East as improved and expects mail orders to be plentiful next season.

The Louis Gauthier Co., Quebec, are very busy making the Army shoe for the Militia Department, the contract for which was obtained some time ago by Chas. Slater. It is understood that 10,000 pairs of shoes will be furnished to the Department.

A resolution was submitted and carried unanimously by the Board of Trade of the town of Waterloo, Ont., recommending a loan of \$15,000 and partial exemption from taxes to the Doering Trunk Co., who propose building a factory in that town.

James Robinson, of Montreal, who has been spending several months in New York and other cities, is residing for the summer on his farm at St. Margaret's, Que. He is much improved in health and is able to come down to business occasionally, but prefers life in the open.

Michael M. Pingree, for some time past foreman of the treeing and packing department for the Slater Shoe Co., of Montreal, has resigned his position with that concern and has accepted a position in the same capacity with the Western Shoe Manufacturing Co., Redcliffe, Alta.

During a recent demonstration in Belleville, Ont., one of the leading floats was furnished by B. W. Brown, shoe repairer. Mr. Brown's enterprise in giving a practical demonstration of the excellent work that he does as a repairer afforded him some profitable publicity.

R. B. Johnston & Co., shoe manufacturers, Port Coquitlam, B.C., have declared a stock dividend for the fiscal year ending March 31st of 11½ per cent. John F. Foster, secretary-treasurer, states that the increase in the business in the past three months is almost twenty-five per cent.

The John Ritchie Co., Quebec, have gone exclusively into the manufacture of Goodyear welts, both men's and women's. The firm have discontinued the making of McKays and will henceforth devote their energies to specializing in welts and turning out their branded shoes which are known as the "Ritchie Shoe" and "Ideal Quality."

T. W. Hart, Western representative of the Nugget Polish Co., Toronto, has gone on an extended business trip. He will attend the big Fall fairs in the Prairie Provinces in the interest of his company. H. W. Parsons, Eastern representative, is now on a business trip through Quebec.

The Toronto warehouse of Clarke & Clarke, leather manufacturers, Toronto, has been removed from 52 Bay street to larger quarters at 63 Bay street. They will carry a much more complete line of upper leathers and have recently added a large amount of new equipment to their plant.

The Lang Tanning Co., Berlin, Ont., have offered to the city a large block of land at the corner of King and Francis streets, Berlin, to be used for the erection of a public bath house, and also for park purposes. The offer, which is

much appreciated by citizens, is under consideration by the city council.

The by-law granting a bonus of \$15,000 and exemption from municipal taxes for ten years to the J. H. Hamilton Shoe Co. to establish a factory in Sherbrooke, was carried by the ratepayers by a good majority. The company will erect a factory to cost \$20,000 and will pay out annually \$40,000 in wages for ten years.

Duchaine & Perkins, shoe manufacturers, Quebec, have recently installed a Rex pulling over machine, a C.H.M. lasting machine, a Rotary pounding and trimming machine, a Taper nail tacking machine, a heel compressor, a heel attaching and other machines to increase their output of McKay, Standard Screw and peg work.

The Star Shoe Co., Limited, Montreal, have increased their capital stock from \$20,000 to \$100,000, by the addition of 800 shares at \$100 each. The powers of the company have also been extended to include the purchasing and selling of hides, to prepare the same for the manufacture of footwear, and to conduct a general tanning business.

The L. H. Packard Co., Montreal, are showing to the trade a decided novelty in the shape of glass shoe stands for display purposes. These stands are sanitary, clean, adjustable and afford a pleasing contrast to wood and metal

SOME NEW THINGS IN FINDINGS

An illustration is shown here of a new contrivance in the findings world, known as the Ritz Size Stick. A study of it as it is shown here will explain its advantages. This size stick gives custom and standard sizes, also inches and width sizes, and has an automatic slide and stop. The mak-



ers feel that it is a time saver, and state that with it, a clerk is enabled to secure instantly the length and gauge the width of shoe required. It is being shown in Canada by L. H. Packard & Co., Montreal.

The E. W. Shoe Stretcher, which is illustrated, is another new line being shown by L. H. Packard & Co., to the trade. If wishing to stretch lengthwise, the stretcher is adjusted as in Figure 1, put in the shoe and the handle

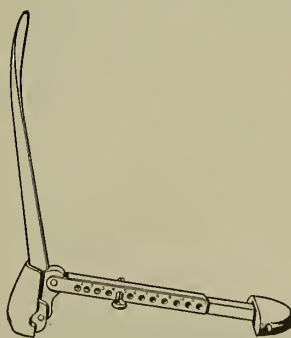


FIG. 1



FIG. 2

pressed down as in Figure 2. In stretching or widening the shoe across the box, the stretcher is adjusted to one size smaller than the shoe; a calk, which is supplied with each of the stretchers, is put on, according to the width needed, and the handle pushed down in the usual way.

fixtures. The glass shoe stand is apparently one that is taking well with the trade, for a large number of orders have been filed.

All the shoe manufacturers in Quebec have their Spring samples well under way for inspection by the wholesale trade. It is expected that a large number of jobbers will pay their usual visit to Montreal and Quebec during the first and second week of July. A number will take advantage of the occasion to continue their trips to Boston during the Leather Market Fair.

Work has been started on the new warehouse of Ames-Holden-McCready, Limited, corner Adelaide and McDermott streets, Winnipeg. It is expected that the building will be completed this Fall. It will be of stone and brick construction, seven storeys high, and in dimensions 100 x 130 feet. A. L. Johnson is the energetic manager of the Winnipeg branch. The outlay for the site and edifice will be about a quarter of a million.

William A. Walker, Western Ontario, traveler for the Walker-Parker Co., Toronto, was married on June 4th to Miss Maud Earle Hamer, the ceremony being performed by Rev. Dr. Hincks at Trinity Methodist Church, Toronto. Mr. Walker is a brother of John A. Walker, president of the company, and many friends will extend to him hearty congratulations on his joining the ranks of the benedicts.

R. O. Harris, of Boston, one of the receivers of the Walpole Rubber Co., which is in process of reorganization, was in Granby, Que., recently. Mr. Rosenberg, representing some holders of the common stock, was also in that city. There are quite a number of people in Granby who invested their money in the preferred stock of this company some two years ago.

The United Rubber Manufacturing and Reclaiming Company, of Brantford, has awarded the contract for the alterations and extensions to the Farmers' Binder Twine Company factory, purchased by them for use as their factory, to Bennett and Bowden, contractors, of Brantford. The machinery for the new company is all on order and will be in position by this Fall.

Again, the warm weather has had an effect upon trading. Patent leathers, which have been selling in greater quantities since the present season opened than for some years past, dropped in sales and dull leather once more came to life. The jobbing trade has also felt the effect of the warm spell last week, for immediate orders came to hand in good quantities. While combinations in low footwear are the best sell-

ers, rubber soled shoes for street wear are far from being forgotten. The demand for the latter styles include both low and high cuts in tans, blacks and whites.

C. F. Ouellette, leather goods dealer of Tilbury, Ont., recently suffered damage to the extent of \$1,000 to his store in a fire which caused a loss on various other surrounding buildings placed at \$100,000. At one time it was thought that the business section of the town was doomed but the arrival of outside assistance enabled the firemen to get control of the blaze.

The Smardon Shoe Co., Montreal, have been granted a federal charter with a capital stock of \$200,000. The company, which has been doing business ever since the dissolution of the partnership of Smardon & Percival, under the name of the Smardon Shoe Co., is now an incorporated organization and, under the new charter, is granted wide powers in connection with the manufacture of footwear of all kinds.

R. L. Savage, of Jackson & Savage, Limited, Montreal, is at present on a business tour through the Maritime Provinces. It is understood that he is withdrawing from the firm of Jackson & Savage, shoe jobbers and manufacturers, with which he has been associated for the past four years. Mr. Savage will take the position of sales manager for the Jas. Muir Manufacturing Co., Maisonneuve, entering upon his new duties about August 1st.

The German Shoe and Leather Fair will be held in Leipzig from August 30th until September 2nd, 1914. Shoe and Leather manufacturers and dealers in Germany and all other countries are expected to be present. This fair, which is the second of its kind, is held with the object of assisting in the upbuilding of the leather trade. The exhibition last year not only filled, but surpassed all expectations. The arrangements for the successful direction of the exhibition are under the direction of the town of Leipzig.

Many friends will be interested in a wedding solemnized by the Rev. William Duke this week in the cathedral at St. John, N.B., when he united in marriage James George McDermott and Miss Amy Gertrude Gallant, both of that city. The groom was a popular member of the staff of Ames-Holden-McCready, Limited, St. John branch. From his associates there he received a beautiful oak buffet as a remembrance of their high regard.

Waterbury & Rising, of St. John, N.B., have acquired the Russell Building on Main street, North End, which has been for so many years identified with the shoe business in St. John. Work is to be begun in a few days in the remodelling of the building to make it an up-to-date shoe store and the firm will extend their activity to that end of the city. Their former branch store on Mill street is to be removed to the new location and it is expected that this will take place early next month.

A marked increase in interest for the coming Seventh National Shoe and Leather Market Fair at Mechanics' Building, Boston, July 8th to 15th, has developed from various sources during the past week, establishing beyond any doubt that the July Market Fair will go on record as the greatest gathering of shoe and leather buyers and manufacturers ever held in this country. Mayor James S. Curley, of Boston, has given his support to the Market Fair and will officially open the exposition with a speech in Grand Hall at two o'clock on the afternoon of Wednesday, July 8th.

The United Shoe Machinery Co. will make exhibits at three of the leading Canadian Fall Fairs. In Toronto, during the Canadian National Exhibition, Goodyear welts will be made, the Minister-Myles Shoe Co. supplying the workmen. All the shoes will be of patent leather, which will be furnished by A. R. Clarke & Co. At the Halifax Exhibition the Robert Taylor Co. will supply the workmen and

CONDENSED ADVERTISEMENTS

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TRAVELER, calling upon the shoe trade in Eastern Ontario, desires an extra line; shoes preferred. Box 79, SHOE AND LEATHER JOURNAL, Toronto, Ont.

WANTED—Shoe Traveler with good connection to cover Ontario for large Eastern house. Apply, stating experience and salary expected, Box 80, Shoe and Leather Journal, Toronto.

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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.

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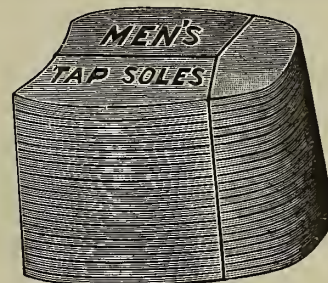
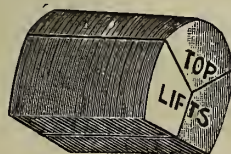
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Twines—all kinds

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Mercerized, Silk.**FRANK & BRYCE, Limited**MONTREAL
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We carry a complete line, and stand back of every dozen

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ON CONSIGNMENTS.**Leicester, Eng.** and at Kettering, Northampton
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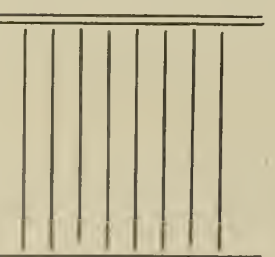
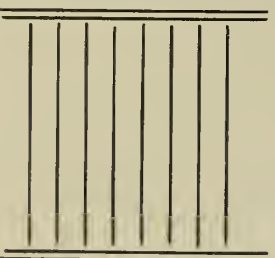
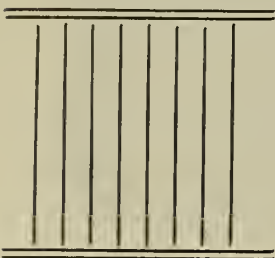
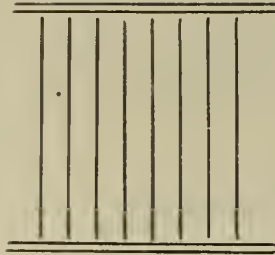
machines for making Goodyear welts, McKays and Standard Screw goods will be in operation. It is also expected that a demonstration in shoemaking will be given at the St. John Fall Fair, and that J. M. Humphrey & Co. will have charge of operations.

A material which bids fair to be popular for topping in women's shoes during the coming season is Velastra, which is a new elastic shoe fabric. It is durable, neat in appearance and does away with buttoning and lacing because of its great elasticity. Velastra comes in cloth and velvet and is likely to meet with a wide measure of favor. Paul Roy, 248 Lemoine street, Montreal, has been appointed Canadian representative for this material, which comes in 5, 6 and 7-inch widths. It is imported by J. Einstein, Inc., New York, and the cloth has no lining, being both airy and artistic in appearance. This fabric is seen in black, grey and brown. Flat pearl buttons or laces which may be used in connection with it are merely ornamental, the shoe being taken on or off owing to the resilience of this new material.

The George E. Keith Co., Campello, Mass., are presenting to the employes of the company a club house and athletic field. One of the important features of the clubhouse is a hall which will have a seating capacity of 600. The hall will be used for entertainments and moving pictures and is so constructed that in the summer time it will be virtually an

open-air theatre. On the ground floor there will be located bowling alleys, and directly above, there will be quarters for smoking and billiard purposes. The park and athletic field will have many features, including a running track, baseball diamond, tennis court and basket ball grounds. The comfort of the women employes has not been omitted, and portions of the field are to be given over to shrubbery, flower beds and arbors. The club house is to be managed by the employes, and recently the board of directors was chosen.

Frederick Leslie Hunter, a popular member of the St. John staff of the Canadian Consolidated Rubber Co., joined the ranks of the benedicts last week, when he was united in marriage to Miss Ella Marion, daughter of Mr. and Mrs. John H. McRobbie. The ceremony was performed by the Rev. Gordon Dickie. The name of McRobbie is very well known in Canadian shoe circles, the bride's father being the proprietor of the McRobbie Shoe Store, King street, from the staff of which the young couple received a handsome cut glass water pitcher and tumblers. Mr. Hunter was also the recipient of a chest of silver from his associates in the Canadian Consolidated Rubber Company's office, which attested the esteem in which he is held by his fellow workers. After a honeymoon trip through Nova Scotia Mr. and Mrs. Hunter will reside for the Summer at their cottage at Ellesley.



Union Shoes for Union Men

The retailer who meets the demand of every possible buyer in his town handles Union Stamp footwear.

Dealers who do not carry Union Stamp shoes are not soliciting their rightful share of the shoe business of their city.

The Union man will have Union shoes for himself and his family. He demands them and if he cannot obtain them will turn elsewhere.

To you, Mr. Retailer, who advertise Union Stamp shoes the tide of trade is turning.

You cannot afford to neglect the Union trade, and even the man who does not buy Union shoes merely because of Union principles recognizes the high quality of Union Made footwear.

You have nothing to lose and all to gain by carrying these shoes.

Let us send you to-day a list of manufacturers who make shoes bearing the Union Label and add a live selling asset to your business for the coming year.

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

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Goodyear Welts

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And our service is prompt.

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outwear the
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the very best
material is used
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You will get ideas from "Men's
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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.

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DUCLOS & PAYAN

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Q When ordering Union Slaughter or Sweat Sole Leather, be sure to specify LOGAN'S. You're certain then of the best quality that money can buy.

LOGAN TANNERIES, LIMITED
PICTOU, N.S.

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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.

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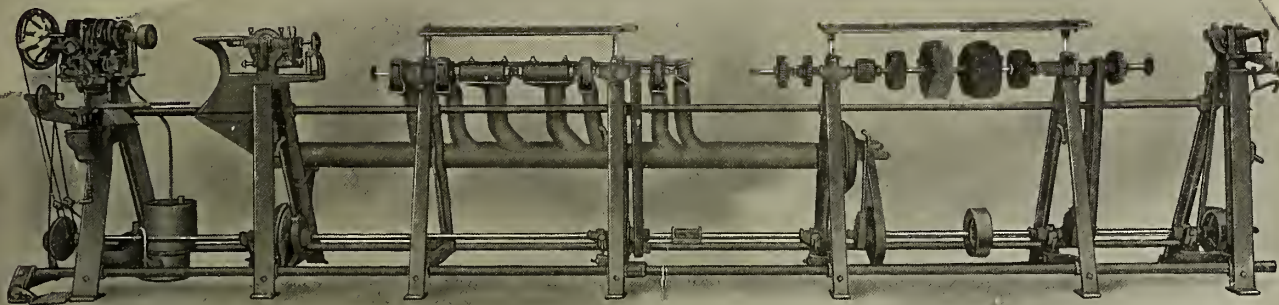
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Makers of

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Little Gents' Medium
and Staple Lines

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY

OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



\$3.35

That air of refinement

so noticeable in "CLASSIC" styles, is not accidental, but the result of careful study and execution by experts. We know that grace and beauty as exemplified by

The "Classic" Shoe

will catch the feminine eye—and also that style will not hold her patronage unless backed up by fit and dependability.

We have succeeded in satisfactorily combining all these essential features of a good shoe. We know that it will win prestige for you, bring profits your way, just as surely as it is doing for a host of progressive shoe retailers throughout the Dominion.

Getty & Scott, Limited

Mfrs. of the "Classic" Shoe for Ladies, Misses and Children

GALT - - - ONT.



\$3.00

VISIT THE NATIONAL SHOE AND LEATHER MARKET - FAIR
Boston, July 8-15; Canadian Day, July 13



THE SHOE & LEATHER JOURNAL

TORONTO, - JULY 1, 1914

PUBLISHED TWICE-A-MONTH

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Making Findings Big Profit Element in Store
Brighter Outlook in Shoe Trade Conditions
Fighting Mail Order House With Own Weapon
Qualities Which Help to Make Live Salesmen
How Shoe Manufacturer is Often the Victim
Charm of Variety in Making Window Displays
Do Not Expect Too Much of Patent Leather



JOHN
HILLS

ACTON PUBLISHING COMPANY, LIMITED
TORONTO MONTREAL

Right Now You're
Missing Some
Mighty Good Sales

if your Summer footwear stock is not in good shape. But there's still time for you to reap a profitable harvest. I have an in-stock department which is at your service. Just treat it simply as a reserve stock of your own and order from it whenever your stocks are getting low.

The best known brands of boots, shoes and rubbers in the country are ready for you to select from.

And you'll get prompt deliveries too.

JAMES ROBINSON
182-186 McGill St. - Montreal

PACKARD'S

FOR

SHOE FINDINGS AND SHOE STORE SUPPLIES

OF EVERY DESCRIPTION

THE RITZ SIZE STICK

GIVES INSTANTLY the Length and Width of Shoe required

Gives Custom and Standard Sizes,
also Inches and Width Sizes.



A great time saver for the shoe clerk.



THE E.W. SHOE STRETCHER

A LENGTHENER AND WIDENER

If wishing to stretch lengthwise, the stretcher is adjusted as in Fig. 1, put in the shoe and the handle pressed down as in Fig. 2.

In stretching or widening the shoe across the box, the stretcher is adjusted to one size smaller than the shoe, a calk, which is supplied with each of the stretchers, is put on according to the width needed and the handle pushed down.

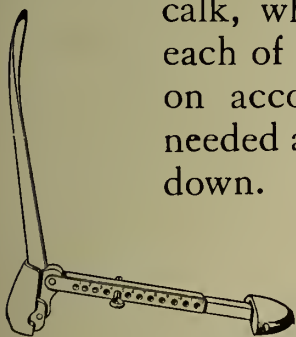


FIG. 1



FIG. 2

INDIVIDUAL GLASS SHOE STANDS

WILL NOT TARNISH

THE NEWEST
AND LATEST

MOST ATTRACTIVE
WINDOW SHOE STAND
ON THE MARKET

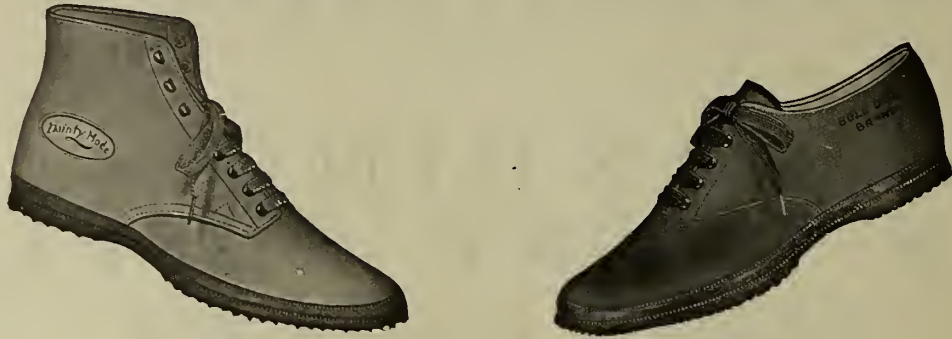
PRICE

- 8 in. - \$6.00 doz.
- 10 in. - 7.00 "
- 12 in. - 8.00 "

We can also supply stand-
ards with cross bars for
glass shelves to build or
dress up rear of window
at same prices.



L. H. Packard & Co., Limited - - Montreal
Packard Building



Specify Royal & Bull Dog Brands
of
Tennis Shoes

ARE you prepared for the vacation season with a good stock of these high-grade lines? Your customers are sure to ask you for them, and you are going to pass up some mighty good sales if you haven't them in stock.

They are made for all lines of sport in both Bal and Blucher styles.

Catalogue and price list may be obtained from any of the following leading jobbers. Get yours quickly, so you can place your orders in good time.

- The Amherst Boot & Shoe Co., Ltd., Amherst, N.S.
- The Amherst Central Shoe Co., Ltd., Regina, Sask.
- A. W. Ault Co., Limited - - Ottawa, Ont.
- Garside & White - - - Toronto, Ont.
- Kilgour, Rimer Co., Limited - Winnipeg, Man.
- The J. Leckie Co., Limited - - Vancouver, B.C.
- The London Shoe Co., Limited - - London, Ont.
- McLaren & Dallas - - - Toronto, Ont.
- James Robinson, - - - Montreal, Que.

The Independent Rubber Co. Limited
 MERRITTON - - ONT.



MR. RETAILER

We have adopted, adapted and adhered to a high standard always.

Footwear fashioned by us needs no apologist.

Astoria, Liberty and Tecumseh Shoes are right in the front rank.

Anything you want in three weeks, and those stock lines for immediate.

If you haven't a catalogue write us.

The Cook-FitzGerald Co., Limited

LONDON

IT WILL PAY YOU
TO SELL
AND RECOMMEND

FLEET FOOT

SHOES
FOR
EVERY SPORT
AND RECREATION

Canadian Consolidated Rubber Co.
LIMITED
MONTREAL, P.Q.

28 Branches Throughout Canada

The New Substitute for Leather and Rubber Soles



KENDEX

Has been put to the most severe tests and found to possess
the following qualifications:

- ¶ MORE WATERPROOF THAN LEATHER.
- ¶ Lighter in weight and longer in wear than leather.
- ¶ Will not slip on polished or wet surfaces.
- ¶ Can be channelled and stitched aloft.
- ¶ Sold in the form of cut soles.
- ¶ Furnished in colors to imitate oak, hemlock and in black and white.
- ¶ CHEAPER THAN LEATHER.

Kendex is being sampled and used by many of the leading shoe manufacturers.
Have you sampled this product?

Don't fail to see our exhibit of Kindex and our other felt
products at Booth 53 National Shoe and Leather Fair, Boston.

Kenworthy Brothers Co.

110-112 Summer Street, Boston, Mass.



\$3.35

*Character in Every Line
Perfection in Every Stitch*

that's

THE "CLASSIC" SHOE

Coming from a factory which has a reputation for the consistent high quality and expert workmanship of its products, the "Classic" shoe cannot fail to "make good" with you and your customers.

The name "Classic" is synonymous with all that is perfect in shoe construction. It embodies all those essentials which go to make the ideal shoe. Yet the prices asked are but what your customers are now paying for ordinary shoes.

The "Classic" shoe is made in a wide variety of up-to-date, appealing designs for Ladies, Misses and Children.

Introduce it into your stock. You'll be agreeably surprised with the way it sells, the profit it carries with it, the perfect satisfaction it gives.

GETTY & SCOTT, LIMITED

*Manufacturers of
The "Classic" Shoe for Ladies, Misses and Children*

GALT - ONT.



\$3.00



HARTT

To the Retail Shoe Trade

We have added a STOCK DEPARTMENT, carrying in STOCK TEN DIFFERENT LINES, made up on the best selling Lasts and Patterns.

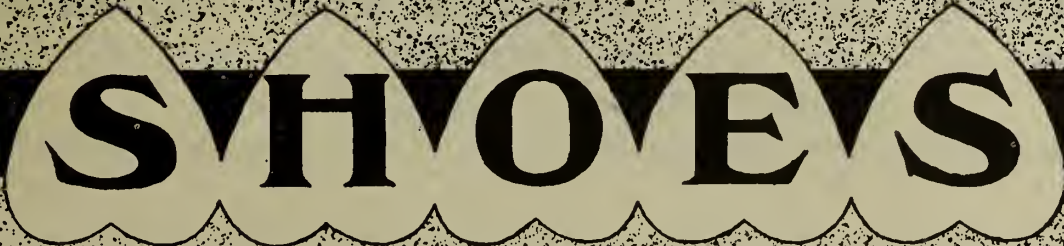
ORDERS shipped on day received.

Our CATALOGUE No. 1, shows illustrations of Shoes carried in stock, also others. Will gladly send copy of Catalogue to any dealer who has not already received one.

THE HARTT BOOT & SHOE CO.
LIMITED

"CANADA'S BEST SHOEMAKERS"

FREDERICTON -:- N.B.



SHOES

YOUR



USMC



**GUARANTEE
FOR QUALITY**

**UNITED SHOE MACHINERY COMPANY
OF CANADA**

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

GREETINGS

To the Patrons of the
Seventh National Shoe and Leather Market-Fair
 From the
JACOBSEN PUBLISHING CO. MANAGERS
 PUBLISHERS OF 'HIDE AND LEATHER'



R. C. JACOBSEN, President
 Jacobsen Publishing Co.



W. D. BENNETT, Vice-President
 and New England Manager

The Jacobsen Publishing Company, Managers of the Shoe and Leather Market-Fair to be held in Mechanics Building, Boston, Mass., July 8-15, wish to extend their thanks and express their appreciation to those in all branches of the shoe and leather trade whose combined efforts and unselfish co-operation have made the coming Fair not only an assured success but the greatest gathering of the shoe and leather trade ever held in this country. A cordial invitation is extended to all members of the trade to visit the Fair and inspect the exhibits of shoes, leather, machinery and supplies which will represent all branches of the shoe and leather industries.

British and Canadian Day, July 13

Jacobsen Publishing Co. - Managers

183 ESSEX STREET, BOSTON, MASS.

136 W. Lake Street, Chicago

2 Stone Street, New York

415 Arch Street, Philadelphia



\$2.75—LAST 32

No. 303—Women's Pat. Butt., Dull Calf Top.

No. 310—Women's Pat. Butt., Cloth Top.

IN STOCK

WRITE FOR ILLUSTRATED STOCK SHEET

The VIRGINIA SHOE for women
Goodyear Welt at \$2.75
is a line that should attract the
careful attention of every success-
ful shoe dealer in Canada.

PERTH SHOE COMPANY LIMITED

Manufacturers of Women's Goodyear Welts Exclusively

PERTH, ONTARIO





Individuality as expressed by the Doctor Shoe

The DOCTORS Shoe is different to the ordinary run of shoes. And it's just this difference, this individuality that has made it a leader among men's shoes.

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 snug fitting, sensible shape that other shoes have sacrificed for freakish styles.

You'll find individuality a-plenty in the DOCTORS Shoe; selling it simply means meeting a demand.

STOCK THE DOCTORS SHOE.

The Tebbutt Shoe and
Leather Co., Limited
THREE RIVERS - - QUEBEC



Profitable Lines for Summer Selling

from

The House That Can Supply
All Your Requirements.

The Ames-Holden-McCready Line is so extensive that every retailer can pick from it shoes to suit his trade. In this line, however, we would at present call especial attention to our Women's Welts made to retail at \$3.50, \$4.00 and \$5.00.

Our Men's Welts at \$4.00, \$5.00 and \$6.00 have proven an especially attractive line for all classes of retailers. Our new \$5.00 line of Men's Calf Welts in particular has met with great demand.

In our In-stock Department you can easily sort up from the majority of these lines at short notice, and our various lines of quick selling staples as well.

It pays you to do business with a house that can supply **all** your needs.

Ames-Holden-McCready LIMITED

Montreal St. John Toronto Winnipeg
Calgary Edmonton Vancouver

Write Now to the Nearest Branch



YOU!

are the man we want to talk to

MR. JOBBER

WE WANT TO TELL YOU all about the New Clark line of Ladies' Fine Footwear,

To Retail at \$3.00, \$3.50 and \$4.00

WE WANT TO TELL YOU of the high quality of stock and workmanship that go into our women's McKays; of the dainty, up-to-date styles, the perfect fitting and wearing qualities that have already done much to make our products so popular with a host of progressive jobbers.

WE WANT TO TELL YOU of the unique facilities we have for the production of a really high-grade line of shoes.

WE WANT TO SHOW YOU how it would be to your advantage to stock our line.

But undoubtedly the goods themselves
will impress you more than we can;
ask us to show you samples.

CLARK BROS., Limited

Making Exclusively for the Jobbing Trade

ST. STEPHEN, N.B.

EUREKA!!

We can now furnish the glove manufacturers a cream colored, full grain glove horsehide. The leather is made in weights suitable for gloves or mittens and we suggest that you cut P. & V. Eureka Glove Horsehides hereafter.

PFISTER & VOGEL CO.
85-87 South Street = = Boston, Mass.

Davis Vegchrome Leather

Retailers, Attention!

Davis Vegchrome Leather

Mr. Retailer, have you the Vegchrome Shoe on your shelves. If you haven't you ought to have, and if you have we venture to say you will soon require more.

Our Reasons are these:

Vegchrome Leather is particularly adapted to Farms, Mines and Woods use.

It is not effected by Barnyard Ammonia as straight chrome leather. The tannage is very soft, giving an Elk like feel.

Vegchrome is heavily stuffed with the best greases and therefore resists water splendidly

The boot made of this leather remains soft under all conditions.

It is the toughest of leathers and wears like iron.

We make it in colors and black.

Ask your jobber for the Vegchrome shoe or write us for information.

A. DAVIS & SON, LIMITED
KINGSTON TANNERY

Davis Vegchrome Leather

PATON'S
Sole
Sewing
and
Wax
Machine
Threads



**NONE
BETTER**

PATON'S
Extra Quality
LINEN THREAD

Gold
Festival of Empire



Medal
Crystal Palace,
London, 1911

LINEN THREADS UNLESS GOOD IN QUALITY
ARE NOT CHEAP AT ANY PRICE.

BEST FOR STRENGTH, SMOOTHNESS AND
FAST DYE IS PATON'S EXTRA QUALITY

WILLIAM PATON, LIMITED, has no connection
with any trade syndicate or trust.

SOLE AGENTS:
GEO. D. ROSS & CO.
MONTREAL and TORONTO

PATON'S
SOLE SEWING WAX MACHINE THREADS
NONE BETTER

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?



A Good Looker, Good Fitter and Good Wearer



No. 146
Fashion
Last

THE GRACIA SHOE is solid leather throughout, well finished and made on snug fitting lasts. If you are looking for a quick-selling, profitable line of Women's McKays to retail at \$3.00 and \$3.50 the Gracia Shoe is worthy of your immediate investigation.

A COMPLETE ASSORTMENT CARRIED IN STOCK

The W. E. WOELFLE SHOE CO., Limited, BERLIN, Ont.



Your Anxiety Ceases when you specify Yamaska Brand

Of all the staple lines of shoes in Canada, none causes the retailer so little anxiety as YAMASKA Brand.

You don't have to worry about their selling ability. And you don't have to wonder whether they'll give satisfaction or not.

Every pair of YAMASKA Brand Shoes sold, STAY sold. You get no "kick" from the customer but rather does he appreciate you "putting him wise," and he'll come back to your store time and time again and bring his friends with him.

Certainly YAMASKA Brand Shoes are profitable to handle.

La Compagnie
J. A. & M. Cote
St. Hyacinthe, Quebec

HOW'S YOUR STOCK?



Sort Up Your Women's Stock With McDermott Shoes

If you'll just fill every gap in your women's stock with McDermott Shoes you will soon learn from experience why these shoes are so popular with the shoe trade all over Canada. They sell like "hot cakes."
Ask us more about them.

The McDermott Shoe Co.
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



Soling a Pair of Shoes in Five Minutes

The prohibitive cost of high power shoe repairing machinery need no longer be an impediment to the success of your repair department.

The Gritzner Hand Soling Sewing Machine

has revolutionized the repair industry. It comes within the reach of all. It is the quickest and most efficient machine for its purpose on the market. Why not make your repair department grow and add materially to your profits by installing this wonderful little machine?

OUR TERMS

\$85.00 net spot cash or
\$25.00 cash and \$10.00
Monthly instalments totalling - \$95.00

Write for descriptive booklet.

AGENTS FOR CANADA
C. PARSONS & SONS, LIMITED
LEATHER FINDINGS
79 Front St. E., TORONTO



**Deutsche Schuh u.
Ledermesse Leipzig
1914 30 Aug.-2 Sept. 1914**

Organised by the Counsellors of the City of Leipzig, in conjunction with the Leipziger Engros-Muster-Messe (Wholesale Sample-Fair) and the Herbst-Ledermesse (the Autumn Leather Fair). The Centre for buying and selling and for starting export connections. The opportunity to become acquainted with the novelties in the branch and for the branch. Equally profitable for exhibitors and visitors. (Number of visitors 1913: 31 139.) Information and Prospectus obtainable from the:

Verein Deutsche Schuh- und Leder-
Messe j. P., Leipzig, Senefelderstr. 13-17

The R. M. Beal Leather Co. Limited Lindsay, Ont.

MAKERS OF THE CELEBRATED

John Bull Larrigans and Leggings

Give us a trial
order and be
convinced.



No. 13
14 in. leg.



**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



Our Cleopatra Last

- ☞ Dainty, chic and stylish in appearance as it is—this pump represents the very latest word in women's footwear.
- ☞ Your *discriminating* women customers will buy it on sight. You should stock it.
- ☞ Better send us a trial order to-day.

J. & T. BELL, LIMITED

MONTREAL, CANADA

Makers of High Grade Footwear
and

Sole Makers of the Dr. A. Reed Cushion Shoe.

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.; Chicago, 716 People's Gas Building; Quebec Office, 610 Rue St. Valier.

Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Ready-to-Wear, and Men's Wear


Vol. XXVII. No. 13

TORONTO, JULY 1, 1914

\$1.00 per Year — In —
Advance
Foreign Subscription, \$2.00

Make Findings a Big Profit Element in Your Store

Learn to Appreciate the Possibilities of Such a Department—How to Keep Shoe and Foot Requisites to the Front—Little Opportunities that Mean Much in the Aggregate—Trade that the Retailer Should Rightly Capture.



Do you realize the possibilities of findings? Most shoe dealers do not. The other day a man wanted an ordinary polish brush costing possibly 25c. He called on five city retailers and found not one of them had such an article. Some had a brush itself—others had a dauber, but not one of them had the article desired—a brush and dauber combined. This fellow finally had to enter a variety store in order to secure what he wanted.

Another party sought to obtain from several suburban establishments a particular brand of Canadian polish, that is known far and wide. He had to call at three stores before securing what he wished.

In a large Ontario city a traveller wanted a pair of silk laces for blind eyelets in a pair of oxfords. He called on six leading stores in order to secure a tubular lace. He found some of the establishments had them, but they were all from 27 to 36 inches in length. He could not secure anything in the way of very short shoe strings.

Many more instances might be given of neglected opportunities. Shoe retailers seem to give the matter of findings inadequate consideration. They look upon this department as a sort of necessary evil or indispensable accompaniment of the trade, never appreciating its big drawing possibilities, nor its revenue-producing facilities. In the first place, no hole in the wall, no cupboard, no back shelf, should be used for displaying findings. They should be right at the front of the store, for the simple reason that when a man drops in for a pair of rubber heels or some foot powder, shoe laces, or a box of polish, he likes to get it quickly, and get out again. He does not want to tramp all the way to the rear of the shop, especially if it is a deep one. There is nothing like a ten-foot silent salesman shoe case at the front of the premises, to make the average visitor think of findings and have his attention drawn to some of the special lines.

The Facilities for Showing

Much has been written on the proper way to show findings. A show case should never be littered or badly muddled up. Then the top of it may also be devoted to good use as various handsome receptacles are frequently given by

findings houses, when a certain number of an article is purchased. All the special facilities that can be placed at your disposal to exhibit findings, should be taken advantage of.

It is scarcely necessary to refer to the profit side of the business, as this has been dwelt upon in the SHOE AND LEATHER JOURNAL in previous issues. The average profit on staple findings is 82% on the cost price. On shoes it is doubtful if the ordinary retailer when special sales and other considerations are taken into account, makes 25% on cost price and dear knows, this is little enough, in the face of advancing rents, high overhead expenses, a greater variety of styles and other difficulties in the way of keeping up with the mercantile march. Every lever that the retailer can bring to bear upon his business should be seized. There are some men in the shoe business who make enough out of their findings alone to pay their light and heating, while others declare that they almost make the rent, for special attention is given to this department and sales pushed to the limit.

Working Along Lines of Suggestion

By this it is not meant that every clerk in the establishment is expected to "butt in" and ask a customer if he does not want this, that or the other thing in connection with the purchase of a pair of shoes, but such as can, by a judicious reference and a skilful suggestion, lead a patron up to the idea that a pair of shoe trees, some foot powder, a particular kind of dressing, a pair of rubber heels, a bunion protector, or something of that character, would prove acceptable. Certain situations suggest certain findings and one's own judgment must be used in this matter. There is always something new appearing in the market—some little heel plate, a new kind of measuring stick, a new type of stretcher, a patent ice creeper, etc., which costs only a few cents and on which a big profit can be made. Only recently a new steel plate was introduced which can be attached with one hand tacks. This prevents shoes being overrun at the heel and the smaller sizes of plates can be used as toe plates. Various people wear off their shoes at different points and this little steel device is one that will serve a ready purpose with many customers. These can be bought at 65c per gross and the retail profit is very large. In special cases they might be attached to the shoe with the compliments of the retailer.

There is no reason why the average person should go to a drug store to seek relief for foot ailments, such as corns,

bunions, chilblains, burning or sweating feet, when the average findings house can supply suitable remedies for the cure of all these ailments. When once a shoe merchant has given something to a patron that affords him or her relief, such a one is sure to become a fast friend of the store and to recommend others to purchase footwear there. The one great advantage of findings is that a representative and complete stock can be laid in at small cost.

Overgaiters and Dainty Slippers

Another profitable line is that of overgaiters and leggings. These goods are nearly always in demand except in the very warm weather. A couple of pairs should be kept in the show case at the front of the store where they will always suggest a sale, which might otherwise be forgotten. Now and then special window exhibits should be made of ladies, gents' and children's overgaiters which would help to concentrate attention on these profit making lines. Don't forget to tell your customers about them in your ads.

Another thing to be remembered is that the selling of boudoir slippers is too often associated with the Christmas season. There is no reason why these should not be disposed of the year round. They always make an acceptable gift for birthdays or other occasions and are not expensive. There is nothing prettier, more pleasing or delightfully attractive than this class of footwear, to which retailers give too little attention. They come in all colors such as red, pink, blue, black, brown, mauve, and grey, as well as suede and glazed, with silk pompons to match, or of different hues, if desired. They are made on right and left lasts and the better class have dongola uppers, with calf bottom. These slippers make a very inviting spectacle and should be always kept where they can be easily seen. The cost is from 85c to \$1.20 a pair, and the retail figure is all the way from \$1.25 to \$2.00—affording a handsome margin. Men's slippers are gotten up in such tempting form, that if a woman who has a husband who stays out at night, will only purchase him a pair, he is sure to remain at home. Why? Just for the sake of shoving his feet in such delightful and artistic receptacles. They come in black and tan, and have quilted satin insoles. The retailer can purchase them from \$1.00 to \$1.30 a pair. They retail at \$1.75 to \$2.25. When wifey comes into a shoe store, looking for something that will make her John happy on his birthday or wedding anniversary, there is nothing more appropriate than this style of slipper. They have an outsole that will wear and will afford every ease and comfort.

Many ingenious schemes might be gotten up by the retailer to push the sale of boudoir slippers the year round, and special window trims should be made.

What About Children's Soft Soles?

Another line that is woefully slighted is children's soft soled shoes, which can be bought all the way from \$2.25 up to \$6.50 a dozen. They come in all colors and combinations of leather. An especially pleasing range of ankle tie, soft soles, at \$4.50 per dozen, opens up a vista of profit for the enterprising dealer. Still another opening is the sale of bows and ornaments of all kinds for pumps and colonials. The selections here are so wide and the materials so varied, that it is scarcely necessary to refer to cut steel, jet, rhinestones, gold, silver, aluminum, celluloid, oxidised metal, ebony, leather filled buckles and other decorations.

Shoe horns or lifts is one more article that is given scant attention. These can be gotten up either for advertising purposes and presented to patrons or sold at a splendid profit. By the gross, in five gross lots, a neat shoe horn can be bought for \$1.75 and better ones at \$3.00 per gross. A combination shoe horn and button hook can be purchased at \$1.85 a dozen. The higher priced lines are really handsome goods, and always make a pleasing present. Fibre horns for advertising purposes can be secured in lots of 250

for about \$4.50, and in lots of 500 at \$8.00 or 1,000 for \$13.50. Any striking advertisement may be printed upon these by sellers and in the summer season, when low shoes are worn almost exclusively, such a little gift with every sale is money well invested.

They Mean 100 Per Cent.

The sale of laces is one which should not be overlooked. Rifle laces can be purchased all the way from 26c up to \$1.75 per gross, and leather ones from \$2.40 to \$3.80 per gross. Oxford laces cost all the way from 20c to \$2.50 per gross, or perhaps in certain cases, 10% should be added to the above figures in connection with the retailer.

Now rifle laces can be secured from 18 to 60 inches in length and oxford laces all the way from 12 to 30 inches. All laces can be sold according to price, from two or three pairs for 5c up to 25 or even 50c a pair in the case of the finest silk weave or highest grade of leather.

Regarding polishes, shoe trees, rubber heels, arch supports, toe rights, insoles, stocking protectors, heel cushions, over gaiters, cricket and golf spikes, etc., it is not necessary to deal in detail. Profits on these goods run all the way from 50 to 100%. Instead of looking far away to make money, the average merchant should engage in a little introspection, think seriously and long on the question of findings and get in touch with a good house.

Thus the story of how a findings department can be boomed and how judicious advertising and timely attention can boom it, might be continued at considerable length, but perhaps enough has already been said to show the potentialities of such a branch of the business.

The traveler will advise any dealer aright if he wishes to retain the future custom of the shoeman. It is to the interest of each that they work along mutually advantageous lines.

Keep the Business Separate

One suggestion that may be added is that in order to make a signal success of the findings department it must be made to look like a separate department and the best show window should be used occasionally to emphasize and reveal its importance and to demonstrate its possibilities as a profit maker. You, perhaps, have enough stock on hand in certain lines to start a findings department in a small way. Do it now. It may be here pointed out that a retail business consists of three important elements—sales, expense and profits. It is well to remember that extra sales make extra profits, and findings are an extra sale. One enterprising merchant suggests a neat price ticket or price button be attached to each article as it saves quite a lot of the clerk's time in answering questions.

How Rubber Heels Came About

When he first started to earn his living by becoming a printer, and was obliged to stand eight or nine hours a day, before his case "sticking type," Humphrey O'Sullivan's feet ached, as he stood, day after day. He decided to make a cushion for his feet. He borrowed the rubber mat at the door, and placed it before his case, and stood upon it, which made a good cushion.

One day some envious person stole the rubber mat, thinking that it was a very good idea, and would use the cushion for his feet. Thereupon Humphrey O'Sullivan says to himself, "They'll never steal my mat again unless they steal the shoes off my feet." So he cut some pieces from his mat, and nailed them on the heels of his shoes.

Then he thought, "What's good for me must be good for other folks," and he began to make rubber heels, and knowing from experience the power of printers' ink, he began to advertise. That is how Humphrey O'Sullivan made a million from a door mat and an idea, thus the origin of the O'Sullivan Rubber Heel.—Ex.

Does Modern Shoe Distort and Deform Human Foot?

Writer Says that Fashion Decrees Strange Shapes and the Populace Willingly Submit, Particularly the Women—Who Can Expect Manufacturers to be Philanthropists or Missionaries in Present Style Loving and Creating Age.

Considering the essential function of the human foot, its strong and delicate construction, its form, its importance to health and to life, can any person of common honesty and intelligence claim that it is suitably clothed by the modern manufactured boot? writes "L.B.D." While in some respects his representation of affairs is overdrawn and many will disagree with his observations and deductions, still his article is racy and entertaining and well worth perusing by both producers and sellers of footgear.

In order to arrive at some common ground of opinion on this matter a dozen manufacturers, and over a score of retailers and fitters of boots were questioned. The result has filled me with dismay. All admit the universal distortion of feet—but blame the owners of the feet. Retailers state that it is rare to find one foot in ten not disfigured with corns or bunions. Enlargements and inflammation

are caused not only by boots too short, but by soles too flat and rigid as well.

Examine the naked natural foot. It curves under the "ball." But does the manufactured boot fit this curve? The lines of the manufactured boot are arbitrary and unnatural. The flexible bones of the foot forced into its unyielding mould must find some space and are pressed and crushed, now back upon the arch, or on their supporting shafts with pitiable consequences. Manufacturers and retailers alike repudiate responsibility for these deformities, and claim that men and women, but chiefly women, insist upon buying boots too small for them. Saleswomen have solemnly assured me that their advice is not desired by their customers who demand the "latest style." regardless of its relation to the shape of their feet.

"If I was to tell a lady she should wear a larger size,



when she really ought to, she'd be awfully mad, and would walk right out without buying," said a bright and pleasant girl in a large department store.

"I myself overheard the following conversation in a retail shop. A young woman was seated:

"What size, madam?" asked the salesman.

"Three and a half A."

"But the shoe you're wearing is a four C, madam."

"If you know my size what did you ask me for? These are too large. Give me a three and a half." Then: "Five dollars? That's too much."

The salesman had been too truthful. She departed.

A Mental Picture of the Foot

Shoedealers declare that women on entering a shoe shop "have a picture in their minds of how their feet are to look, and they fit that mental picture to the detriment of their feet."

Well, how is it possible to do otherwise?

If women have a "mental picture" of boots, and how their feet are to appear clothed, need we seek its source? It is so obvious.

Every pattern journal, every fashion magazine supplies it. Turn back to the old numbers of Godey's Lady Book, even. Was ever a fashion plate seen of either man or woman, without an object sticking out below, pointed, narrow, out of all proportion, small, designed to represent the foot? And the plates of female figures are raised on heels, placed under that wonderful spring I have described in the anatomy of the foot, with instep extended, and the fourteen phalanges of the toes heaven knows where?

When every illustrated boot, shoe and slipper contributes to form the mental image of the woman about to purchase footwear she is destined to fit that image instead of her feet.

Only Amazonian courage could resist it.

The Effect of the Pointed Toe

The first query put to the manufacturers addressed was, "Why, in your opinion, is a long pointed boot considered more elegant than one which follows the natural lines of the foot?"

None replied to it.

But a friend who is not an "expert" has suggested that a pointed toe makes the foot look smaller than a broad one.

But that is on the principle that governs the flat-heads of the savage. The foot is broad, naturally and rightly and necessarily to life and health at the toes. Why, then, force all five into a space sufficient for one and endanger life and health?

Admit this: If everything pictured and in the concrete conspired to form a "mental image" of a natural toed foot, how infinitely absurd the narrow, high-heeled footwear offered us would appear!

Earliest Styles in Footwear

Glance at the fashions of past centuries. The earliest footwear recorded was almost entirely utilitarian. The Greek sandal permitted full action of the foot; so did the Roman "colseus," covering toes and heel only and secured by a thong at the instep. The Anglo-Saxon "slype" and "scco" were designed, as all footwear should be, to protect the foot. Then came the absurdities of the twelfth and following centuries in Europe. Poulaines were shoes abnormally long and pointed, sometimes to the extent of having the toes chained to the knees. Ordericus Vitalis says they were invented by some one with deformed feet. Henry Plantagenet is credited with the invention. He had an excrescence on his foot! Therefore his courtiers were in courtesy bound to follow his example. For if "the king could do no wrong" he certainly could not be known to have a bunion!

Are we, then, to trace all the afflictions wreaked upon the modern human foot to Henry Plantagenet's bunion?

This peaked shoe, called "Ocrea rostrata," excited the wrath of contemporary writers and was forbidden to the clergy. It came very near to being placed on the list of mortal sins, so scandalized was the church. But the entire social world must have been excommunicated for the heresy! The fashion prevailed!

It is written that Robert, Duke of Normandy, refused to adopt it. In consequence he was dubbed "curta ocrea"—short boots.

How many to-day could endure to bear such a nickname!

For three hundred years poulaines, or Polish points, were worn throughout Europe. Then came a change in all clothing; high hose were discarded, knee breeches "came in," garters, felt hats, and heels—for poulaines had the grace of being heelless.

A rage for high heels followed. Mankind can do nothing in moderation. And that fashion has been maintained—in spite of the tortured anatomy of the human foot and knee, and vital organs out of balance, France and Italy were its home, for, curiously, it did not take root in England. There was the impossible Venetian "choppine," designed, it was whispered, to keep the high dames at home, or under espionage, so difficult was locomotion in them—and the heels of all the Louis'. To learn how determinedly these high heels have persisted one has only to turn to plates of the "latest footwear from Paris." Imagine these pumps on the exquisitely moulded feet of the Venus de Medici, Greek canons of art required that the second toe should be the longest of the five. Modern science, however, teaches that the longer the great toe the further we are removed from our Simian ancestors.

We who clamor for the natural foot again must admit that the feet of the bare-foot classes are not always classic in shape and they are frequently splayed and spread, large jointed and far from ideal. The solution appears to be a compromise. But at least no child's feet should be dressed in unyielding leather.

Permitting the Designers to Distort

This is the twentieth century and we boast of our enlightenment. Women struggle for independence. Yet they permit a small number of designers to determine the shape of their feet! Why not limit the province of designers entirely to decorations and material? That is latitude enough.

Edward IV grappled with the dangerous fashion of his period by forbidding "beakers" of shoes to be longer than two inches and fining any cobbler who exceeded that length twenty shillings. But kings no longer rule. The people are supreme.

To begin with stockings. They are modelled on the lines of the factory boot, not on the lines of the foot. Neither love nor money could purchase a pair broad enough for the normal articulation of the five toes. Spinners will tell you it would be folly to make hose to fit human feet. The most space that they and shoe manufacturers allow for is that into which the delicate bones of the toes can be squeezed tightly together and overlaid within the footwear they manufacture.

Do not commend me to the so-called "common-sense" shoe. It is a monstrosity, as the present writer knows by experience—a monstrosity, I say, heavy and unyielding in under and upper, leaden-toed, leaden heeled, ugly, unnatural, unhygienic! Hideous to wear and to behold.

Could Not Find His Ideal

Set out, as I did, three months ago, to find footwear for natural shaped feet, one of them sprained at all the articulations, surgically, hygienically and artistically. I demanded a flexible sole, a roomy upper, absolutely straight on the inner side to follow the line of the foot, rounding on

the outer side, firm in arch, moderate in heel, of lightweight material with some decorative features.

Eight centuries ago an Anglo-Saxon shoemaker could have supplied me—except for the heel. But the twentieth century retailers only shook their heads. Some admitted they had dreamed of such footwear, “but we could not sell it. Were we to stock up with such lasts we’d go out of business. Besides, the shapes are constantly changing.”

No one seemed to know exactly why.

Blames It on the Women

A Toronto manufacturer in an interview said: “It is hopeless to try to get the ladies to wear the same kind of boot, as hopeless as to persuade them to wear the same kind of gown or hat. They want ‘something different.’”

Yet, all manufacturers consulted agreed that new lasts for “new styles” raise the price of footwear. “When one maker buys a new last all must, or lose the custom.”

A great firm in Montreal wrote: “It would be necessary to go further than the shoe manufacturers to change these conditions. The last makers in order to do business must create and sell new lasts and the pattern-makers likewise. If all men’s and women’s shoes were made on natural lasts of a few neat styles the great last-making plants, and the pattern companies would have little to do, and it would throw many people out of work, and out of business.”

Is this commercial need the key to the problem? To keep the wheels of commerce going feet must be deformed, and the price of boots be kept high?

Then, only concerted action could avail?

Are men and women the compliant fools of what is designed and laid before them?

Give What the Public Demands

A well known firm of shoe makers in Galt think the reverse. They contend that “What each manufacturer is trying to make is what the public demands. We are governed entirely in this matter by the demands of the public. We carry shoes made up in the same leathers and same quality on the so-called nature shapes, but the amount of goods purchased on these lasts is a small part of our product.”

Who can expect shoe manufacturers to be philanthropists or missionaries?

A great firm in Rochester echoed this deduction: “All progressive manufacturers with whom we have any acquaintance do produce, and are ready to supply their customers with foot form shoes, but it is merely another case of the old saying that you can lead a horse to water but cannot make him drink. If the ladies will not buy these shoes after they are displayed in the dealers’ windows it is useless for the manufacturers to make more of them.”

A Suggestion for the Makers

But that is the crux of the question. It is a case of minorities. If the great bulk of footwear were made on natural lines, and to possess five, toes came again into fashion—the dream! The dream! all the torture-producing, foot deforming boots would go for \$1.98 on the bargain tables!

Why not make foot-form shoes so attractive (and expensive) that the leaders of the smart-set will adopt them?

At the present, the only solution for the few is the custom shoemaker. “We have always been poor,” a fine old specimen of this class complained to me. But, why? Capitalized and conducted on business-like principles the custom shoemaker should survive equally with the custom tailor and the custom milliner. There must always exist a substantial body of people who, as in the past, prefer to have their footwear fitted to their feet than their feet to footwear.

But in a contest between fashion and good sense we know well which will be the victor:

Canada’s Trade in Leather and Shoes

The importation of leather and leather goods in Canada and the exports are always of interest to the trade. The following official figures, which represent the volume of business in the various lines for the fiscal year, ending March 31st, 1914, will prove instructive and should be kept for further reference. The principal item is the importation of boots and shoes, slippers, etc., from foreign countries, which amounts to \$4,229,563, the greater portion of which came from the United States. The letters N.O.P., after certain items mean, “not otherwise particularized.”

Unmanufactured

| | |
|--|------------|
| Belting leather of all kinds..... | \$ 271,867 |
| Calf, kid, lamb and sheep skins, tanned.... | 87,409 |
| Calf, kid or goat, lamb and sheep skins, dressed, waxed or glazed..... | 615,102 |
| Glove leather, tanned or dressed, colored or uncolored, imported by glove manufacturers for use in their factories in the manufacture of gloves..... | 679,106 |
| Harness leather..... | 17,139 |
| Japanned, patent or enamelled leather and Morocco leather, and leather in imitation of Morocco leather..... | 38,053 |
| Skins for Morocco leather, tanned but not further manufactured..... | 19,920 |
| Sole leather..... | 117,310 |
| Tanners’ scrap leather..... | 13,441 |
| Upper leather, not dressed, waxed or glazed | 26,962 |
| Upper leather, including dongola, cordovan, kangaroo, alligator and all leather, dressed, waxed or glazed, or further finished than tanned, N.O.P., and chamois skins..... | 486,795 |
| All other leather and skins, N.O.P..... | 162,729 |
| All other leather dressed, waxed or glazed, etc., N.O.P..... | 499,776 |

Manufactured

| | |
|--|-----------|
| Boots and shoes, slippers and insoles of leather, N.O.P..... | 4,229,563 |
| Boots and shoes, pegged or wire fastened, with unstitched soles, close edge..... | 120,024 |
| Harness and saddlery, including horse boots | 173,460 |
| Leather belting..... | 178,898 |
| All other manufactures of leather and rawhide, N.O.P..... | 716,622 |

| | | |
|------------|------|-----------|
| Total..... | 1914 | 8,454,176 |
| | 1913 | 9,601,537 |
| | 1912 | 6,386,934 |
| | 1911 | 5,331,710 |

**Exports of Leather Goods from Canada
Year ended March 31, 1914**

| Classification | Canadian Produce | | Foreign Produce | |
|---------------------------|------------------|----------------|-----------------|--------|
| | Quantity | Value | Quantity | Value |
| Unmanufactured | Lbs. | \$ | Lbs. | \$ |
| Sole leather..... | 7,973,368 | 2,336,491 | 336,592 | 83,402 |
| Upper leather..... | 367,197 | 113,916 | 10,095 | 6,374 |
| Leather, N.E.S.... | 2,600,577 | 617,179 | 52,006 | 13,198 |
| Manufactured | | | | |
| Boots and shoes..... | | 82,529..... | | 34,181 |
| Harness and saddlery..... | | 21,288..... | | 6,286 |
| All other, N.E.S..... | | 42,538..... | | 30,714 |
| Total..... | 1914..... | 3,213,941..... | 174,155 | |
| | 1913..... | 1,423,583..... | 75,815 | |
| | 1912..... | 1,850,462..... | 54,405 | |
| | 1911..... | 1,998,955..... | 48,141 | |

Recovery in Shoe Trade Conditions Appears Brighter

Merchants Have Been Buying Carefully and Stocks Are Low—Better Prospects in Western Canada—With Assured Crop and Improved Collections Business Will Regain Its Usual Momentum.

One of the largest shoe manufacturing firms in the New England states, in referring to the present depression in the shoe trade which appears to have been felt for several months past across the line as well as in Canada, declares that it is not easy to assign the cause.

"It results," says the firm in question, who take a sane and conservative view of the situation, "to some extent from depression in other industries, and consequent loss of earnings among people who would naturally buy shoes if they had more money, but outside of this indirect connection, there is apparently no relation between the present depression and any political conditions. There have been no importations of shoes of any consequence, following removal of the duty. Free shoes have not, up to this time, injured the shoe trade in any degree.

Uncertainty as to Style Trend

"The weather has not been favorable to a good spring business, and weather is quite an important factor in determining volume of sales at this time of year. There is quite a marked uncertainty in minds of many dealers as to the trend of style in the immediate future, and dealers are very loth to buy freely or take in a large stock that may not meet popular demand, and which will not, therefore, pay a living profit.

"Again, prices of all kinds of material are very high, and shoes are costing more than for many years, and, of course, ordinary business judgment forbids free purchases of stock at the top of the market. There seems to be no important condition in bad shape. Stocks are not excessively large; business, so far as we can judge, is not unduly extended in any direction, just a natural hesitation, encouraged by high prices and poor trading conditions. If this depression is only temporary, and a good recovery comes in the fall, the trade will probably be better off as a whole for the conservatism of the past few months."

Western Outlook is Brighter

So far as recovery in the Dominion is considered, much will depend on Western Canada. There is no better authority verily on crop and commercial conditions in the prairie provinces than Miss E. Cora Hind, the widely known commercial editor of the Winnipeg Free Press. She takes a hopeful view of the situation and in writing the publishers of the SHOE AND LEATHER JOURNAL gives a most interesting and intelligent resume of present conditions and immediate prospects.

"The consensus of opinion in the wholesale dry goods, clothing and shoe trade seems to be that business is decidedly more healthy and promising than it was three months ago," she adds. "During this period there have not been many actual failures in the retail trade, either in city or country. A considerable number of extensions have been necessary, but these are of a better class than is often the case in a good year. The man who needs an extension in a year when trade is good, nine times out of ten should not have had the credit in the first place, but extensions in a year like the present are generally to men who have plenty of assets which are not immediately available.

The Improvement in Collections

"Collections have, on the whole, been better than was anticipated. This is where the results of mixed farming and something to sell every month in the year are beginning to be realized. Formerly, if collections did not come in by the end of May there was small chance of receiving them

until after the new crop moved in the fall. This year the first two weeks of June have made a very good record, and during that period many thousand dollars' worth of both hogs and cattle have been marketed.

"The hogs marketed in the city of Winnipeg for the second week in June numbered over 18,000, or a value of something over \$250,000, to the farmers who sold, the average price for the week being 7 cents, less freight; and in addition, there were heavy marketings at Saskatoon, Regina, Calgary, Medicine Hat and Edmonton. This means that a large amount of cash moved, and a fair percentage of it went into the hands of local merchants and from them to the wholesale trade. Both country merchants and farmers have, in a great measure, cleaned up their indebtedness to the banks, the major portion of the money from the last crop went to the banks and the machine men, with the result that the wholesale trade stands to get a fair share of any monies moving during the summer and from the new crop when it moves next fall.

Money from Sale of Wool

"There will be quite a bunch of money in the West during the balance of June and July from the sale of wool. The range clip, with the exception of two or three ranges, was contracted for some months ago and is practically all going to Boston, but the sheep industry has developed tremendously in the past three years, and the clip of the small flocks on the farms is now a very important matter, both in Manitoba and Saskatchewan. The Dominion Government has given considerable assistance to the small flock masters in Manitoba in getting their wool in shape for the market, but the Government of Saskatchewan, through its co-operative commissioner, is actually marketing the wool for them. The most careful instructions have been sent out as to shearing and packing. Proper paper fleece twine was procured and sold to them at a fraction above cost by the government, and these small lots are being concentrated at central points, graded by experts and shipped in carlots, thereby insuring the small man an equal chance with the big range owner. The cash for this wool will be in circulation before the end of July. It is figured that by doing in this way and shipping south the farmers will get from 2 to 2½ cents per pound more than would be possible by selling in small lots to local dealers. Much of the wool is of fine quality.

"These are some of the things that are slowly but steadily improving business conditions in the West.

Crop Fully a Week Ahead

"The crop is in fine shape. It went in on a good seed bed, and though it was rather late, it has had no setbacks. Since the middle of May the weather has been warm; during June there have been fairly liberal and very general rains. The wheat has had a good start, has a strong root, is well stooled and from ten to twelve inches high, which is fully a week ahead of last year. More rain is beginning to be needed in a few districts, but taking the country from Winnipeg to the Rockies and from the boundary northward, conditions could hardly be better.

"To return to actual trade; business for fall has been good, better than was expected, and at the same time merchants are buying carefully and with more conservative judgment than has maintained for some years. To sum up, collections are fair, percentage of failures small, sorting trade is fair, fall trade is good, and with the crop once assured, business will be heavy."

Fighting Mail Order Houses With Their Own Weapons

How the Small Retailer Can Extend His Trade—Why Should Not the Local Dealer Cater to the Territory Surrounding—Printed Matter, Special Prices, Service, Leaders and Parcel Post Help Immensely.

A firm in a little western town of 1,000 population built up a very profitable mail order business inside of two years' time. What this firm has done thousands of other firms can do.

This little town is in the centre of a rich farming and stock raising section and only twenty miles from a city of 30,000. Yet the firm in the little town built up a mail order business far in excess of any of the regular businesses done in the city by the more favorably situated firms.

The rural delivery routes, of which there are eleven entering this little town, had a great deal to do with the possibilities of making a success of the mail order business. There were also 1,000 telephones in the district and these had their value.

The first catalog issued was one of thirty-six pages, six by eight inches in size. A large sheet can be used economically when a catalog is found to be too expensive. This small catalog contained a long list of items, each accurately described and priced. Some of the articles were illustrated with cuts furnished by manufacturers.

Twice a year these catalogs are published. They are plain, neatly printed and business from start to finish. Samples are used where possible. Circulars are a favorite means of communication between catalog issues.

For years the retailer who has followed along the more conservative and legitimate channels of trade, has viewed with considerable consternation the inroads made into his business by the great mail order houses and the lesser department stores. He has had many anxious moments as he has watched the business of these concerns grow until it has penetrated into every town, village and farming community in the country.

Many suggestions have been made with a view of combating the evil, but the most sensible seems to be that of adopting the same methods by which the mail order houses have gained success. Why should not the dealer in the smaller cities and towns do a mail order business in the territory immediately contributory to his store? No reason whatever but his own lack of enterprise and a vacillating fear that he cannot carry out his venture.

Anything and everything can be sold by mail, and it will cost no more to make many sales, if a little thought is given to the subject when the advertising is being planned. It will cost no more to say, "Mail Orders Filled," in the newspaper advertisements. It will cost but little more to handle a large number of mail orders after they have been secured.

Large Catalog Is Not Necessary

A big catalog is not a necessary adjunct to a mail order business, but it is a great factor in securing a big business. But the merchants in the smaller places cannot expect to put out anything in the shape of the great price lists that are used by the big mail order houses any more than they can expect to do the same amount of business on their smaller stocks. But this need not interfere with an increase in business through a well planned mail order campaign.

The smaller stores will find a good duplicator will pay for itself in a very short time. With the more modern of these price lists and announcements may be prepared in the store at a small cost and in a time saving manner. The best obtainable is none too good, but when a merchant finds that the best is too expensive he should not hesitate to take the best he can afford.

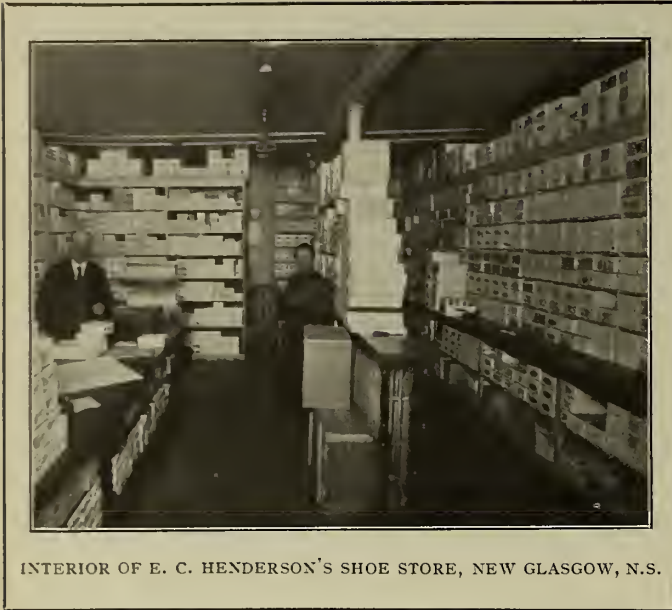
Circulars prepared on these duplicators could be used to show the advantages of buying from the local dealer. It can be explained that the shipments will cost less for transportation, that the time required to get them is less, that the facilities for exchanging the goods are better if

One of the Pacific Pioneers

Starting out for the wild and woolly West away back in the early eighties and at the age of fourteen years, W. A. Allan, a native of Perth, Ont., struck Winnipeg, when it was almost still on speaking terms with Fort Garry days. He remained there seven years and then hiked on to Emerson. Then he made his way to the Pacific Coast province, where he has ever since resided. He has been identified with the rubber footwear line for nearly twenty-five years,



first starting with the wholesale shoe house of J. Leckie & Co., in Vancouver, with whom he remained eleven years. Then he became associated with the jobbing house of G. L. Allen of Vancouver, and sold Berlin rubbers for four years. Mr. Allan joined the Canadian Rubber staff at Vancouver in 1905, under R. E. Jamieson, who was then district manager of the Vancouver division, but is now general sales manager of the Consolidated Company. Six years later, when Mr. Jamieson was transferred to the East, the worth and work of Mr. Allan was recognized by promotion to manager of the Vancouver division. Genial, sympathetic and straightforward, he is highly esteemed in business circles, and has so long resided in the province of British Columbia that he knows every section of it like a book. He is an enthusiastic Westerner and a gentleman who can count his friends by the score.



INTERIOR OF E. C. HENDERSON'S SHOE STORE, NEW GLASGOW, N.S.

they should not prove what is expected, that the local merchants are at hand to guarantee satisfaction if any article should not turn out as represented. These features should be emphasized and the promises made should be lived up to. All transactions should be made satisfactory to the customer and the merchant should be most liberal in every way. He should remember that it is nothing but good service that will hold a mail order customer, and that it is as easy to address the order to one firm as another. If he does not give satisfaction in his mail order business he cannot succeed, since his profits are in repeat orders. First orders very seldom pay a profit.

Parcel Post Affords a Great Opportunity

Since the Parcel Post has been inaugurated on the "Zone System," the merchants in the immediate vicinity of the customers have an immense advantage over the large mail order houses at a distance. Now is the time for the smaller merchants to open up mail order departments.

The local merchants have found it profitable to mail circulars listing special prices at clearing sale times, to all names on their lists. If an offer is added to deliver these specials by mail, either free, or at cost, doubtless many more sales could be made. It is not always convenient for the farmer to leave his work and go to town. In many cases those who receive these circulars are deprived from taking advantage of the offers for that reason. If the merchant will deliver he can do more business.

There is abundant opportunity for co-operation among merchants of the smaller places. A dozen merchants can issue a combination catalog. Merchants with non-competing lines will find this a splendid means of securing attention. Here the expense of issuing the catalog can be borne proportionately to the space used by each merchant. In this way a much more imposing catalog can be sent out at the same expense to each.

Co-operative Catalog Reduces Expense

Where there is a co-operative catalog issued, arrangements can also be made to ship all goods ordered from the catalog, at the one time, in the same shipment, saving a great deal on delivery expenses. This suggestion is worthy of consideration by the merchants of the smaller towns and cities.

Mail order advertising, outside of the catalogs and circulars sent out describing certain offerings, should be for the main purpose of securing names of persons interested in the articles offered. To get these names leaders are

most always advertised. The burden of the advertisement is very often, "Send for our large catalog." The local advertiser can use leaders but not in the same way. He having no great catalog to pull business must use his leaders for a different purpose. These leaders must be used to secure orders. As before stated, first orders cannot be expected to pay a profit. The leaders offered should be used as bait to secure first orders. The promptness with which the order is filled and the extra value offered in the leader should secure a satisfied customer who will re-order when in need of any other article the firm sells. Therefore, the list of names secured in this way are of great value and they should be carefully and persistently circularized for further business.

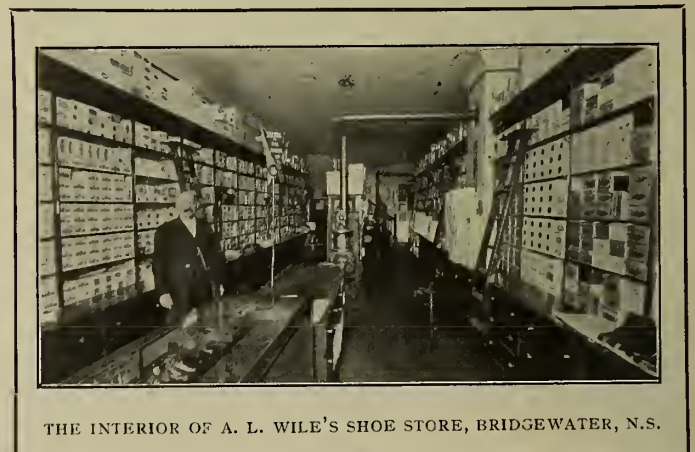
Choose a Few Leaders

Leaders should be chosen for their timeliness and when possible in such a way as not to make any difference to the future business in that particular class of goods.

The greatest care must be exercised in filling orders. The customer is likely to be suspicious of the value she is to receive and will scan it pretty closely. If it is not as represented the transaction has been conducted at a loss. If goods ordered are sold out and it seems advisable to substitute, better value should be given. Even then the customer should be notified that the goods may be returned if not satisfactory.

Opportunity For Competent Man

George A. Slater, president of the Montreal Boot and Shoe Section of the Canadian Manufacturers' Association, states that the movement toward forming a Dominion Association of all the shoe manufacturers in the country is progressing favorably. The idea has been received with much appreciation, and matters have reached such a shape that it is desirable to obtain a competent secretary. One with some knowledge of shoes is preferred. Applications may be addressed to Mr. Slater, or the secretary of the Montreal Branch of the Canadian Manufacturers' Association. The object of a Dominion Association of shoe manufacturers is one that should tend to add strength and influence to the trade. Such an organization would not in any sense attempt to regulate price, scale of wages, or anything of that character, but discuss the standardization of cartons, freight rates, measurement of leather, cancellation of orders, importation of shoes from other countries, under valuation and various other problems that crop up from time to time. It is felt that such a body, including all footwear manufacturers in Quebec, Montreal and Ontario, as well as the Lower Provinces, would prove of incalculable benefit to the trade in general. As soon as a secretary is selected it is believed that the work of organization will be rapidly completed.



THE INTERIOR OF A. L. WILE'S SHOE STORE, BRIDGEWATER, N.S.

Some Qualities Which Go to Make Up a Live Salesman

Varied Definitions on What a Salesman Really Is—He Requires Initiative and Originality, a Pleasing Dependable Disposition, Courage, Optimism, and Enthusiasm—The Most Active Being in the Universe.

What is a salesman anyway? How would you answer this question in fifty words if a big silver loving cup were offered as a prize for the best definition?

The real answer to this question has been discovered in California as an outgrowth of the "Greater Los Angeles 1914 Business Show" which was held in Los Angeles. At least the cup has been awarded to Wm. G. Yeo, a dealer in bonds whose definition of a salesman was considered best of all those received. Every visitor to the business show was invited to register and to enter the competition for the cup of honor, offered as the prize for the best description of a salesman.

The Sales Managers' Association, composed of the managers of sales of the leading business houses considered all the definitions received and decided that Mr. Yeo's idea of a salesman was best, although there were many others that indicated a keen knowledge of the art of selling goods. From the standpoint of terseness some would take first place, and if judged by their wit or humor others seem best.

Mr. Yeo, however, went at the matter like a dictionary compiler and evolved this definition:

"One who sells—satisfies both employer and customer. Serving justly the interests of both, using initiative and originality to constantly increase sales without misrepresentation or losing customers by selling something not wanted. A good salesman will study to acquire knowledge concerning the goods and their merits. Also to cultivate pleasing, dependable personality that will inspire and hold confidence."

Judged from every standpoint considered and as the unanimous opinion of the Sales Managers' Association as an organization, this definition of a salesman wins the prize, and it has indeed many marks of merit.

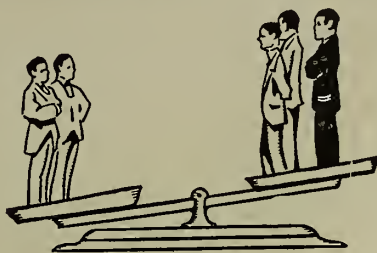
One Who Can Create a Demand

Mr. Yeo's idea that a real salesman should not sell something not wanted for fear of losing a customer is not shared by one of the other contestants, who boldly states that a salesman is "One that sells a man a safe when he comes in to buy a waste basket." Another definition, not quite so radical, says, "A salesman is one who can create a demand, not only fill one," and, briefly put, most business men will agree that this is a good one.

Another excellent short definition offered is "The man who gets the volume of business and can go back and get more 'without strings'." Along this same line is the definition that a salesman is "One who, without cutting prices, sells an article of not more than equal merit in such a manner as to cause his customer to send for him when again ready to order."

The importance of salesmanship was featured in a number of the best definitions. One said: "A salesman is the mainspring of the concern he represents." Another goes further, as follows: "A salesman, as generally known, is one who sells goods, but he is far more than this; he is the giant of commercial activity. It is he that keeps your factories belching forth great clouds of smoke. He is the most active being in the universe."

Another excellent tribute to salesmanship is contained in this brief definition: "Salesmanship is the art and genius



of business, coupled with enthusiasm and driven by the dynamic forces of courage, honesty and good cheer."

Makes a Satisfied Patron

"A salesman is one who anticipates your desires, supplies your wants and makes a satisfied patron for the business he represents," is also good and proves that even fifty words are not required to give a fairly adequate idea of what a salesman is.

Of the longer definitions here are two that are worthy of consideration:

"A salesman is one who, by argument, demonstration, or suggestion, either spoken, acted or written, causes another, called the prospect, to desire the commodity offered by the salesman to the extent of acting upon such desire and purchasing."

"A salesman is a man who can stand in the front line of battle and fight. Whether his ammunition is dynamite or "syrup," it is essential that he should have such qualities as courage, enthusiasm and optimism. One whose capital is "time" and does not contract the habit of 'killing' it. A successful salesman does not have his 'wishbone' where his 'backbone' should be."

This contestant considered "mutual advantage" the keynote of salesmanship, as indicated by his definition. "A salesman is a man who can sell goods to a mutual advantage to the firm and the customer." Another emphasizes the creation of the desire, as follows: "A salesman is one who can demonstrate in a conclusive manner that the prospective customer needs his wares, regardless of their merits."

Some of the definitions were humorous. For instance, "A salesman is a good fellow with a good disposition."

The contest was used to advertise the business show and proved interesting to many people. It was one of several novel methods of attracting attention to the exhibit, and the results to exhibitors were satisfactory.

A Wrong Kind of Selling

In view of the fact that Los Angeles heard so much on the subject of selling and salesmanship, there appears, according to a recent despatch to have been another kind of "salesman" operating in that city. It is not likely, however, that he will get any "repeat orders." This representative collected about \$2,000 selling four-leaf clover seed. He showed some specimens grown from the seed, which had four leaves. The people thought the lucky emblems would be good to sell to tourists when the world's fair began next year. After the swindler had gone, the buyers of seed found that the fourth leaf in the plants shown had been gummed on with green court plaster.

GETS LOTS FROM IT

Kindly find cheque enclosed for one year's subscription to the Shoe and Leather Journal. Business is very good at present. I always look forward to reading your Journal as I get a good lot of information from it.

Wishing you success in your good work.

Yours very respectfully,

J. Hockin.

Woodstock, Ont.

How Shoe Manufacturer is Often "The Victim"

The Producing End of the Footwear Business Has Its Besetments—False Claims Presented, Arbitrary Cancellations and Securing Goods Under Deceptive Colors Are Some Real Grievances—A Few Glaring Instances.



"Yes, we have many grievances, I would like to see you tell your readers of some of them," remarked a leading shoe manufacturer of Montreal. "I see that you devote considerable space in each number of your paper to the ills and trials of the retail branch of the business, but what about the wholesaler or manufacturing line?"

"Why, I believe I could talk all day in this vein, and yet I am no pessimist. We have no western branch, and although we cover this territory by means of travellers, it is surprising the number of complaints we get from retailers, saying that our goods are not up to sample. They, of course, take advantage of the fact that we are located thousands of miles from the destination of the goods and I presume they think if they put up a good bluff, that sooner than have the footwear returned, we will prove easy victims and make a considerable concession.

Trying to Work Bluff Game

"This has been worked by unscrupulous parties in the past, on eastern manufacturers, and I may say right here that those who have tried it, are not generally Canadians, but are of other nationalities which I will not name. They are shrewd enough to have been successful in certain cases, and encouraged by past results, are still trying the game on some eastern houses. There is an idea that we will fall for it all rather than take back the shoes. We soon grow wise to these fellows and naturally watch them closely.

"When we receive a complaint of this character, we have adopted the principle of writing to the complainant, telling him to hold the goods, that our traveler will call on him during the next season and will adjust the complaint. Now, we know that our goods are up to sample, and very few fellows who resort to a grievance have the patience to wait until the traveler's visit, which is generally some months off. They get tired of looking for a rebate or credit note and generally have disposed of the goods.

"In other cases we often write these parties, telling them to point out explicitly wherein the pairs fail in coming up to sample, and to send us back three or four shoes by mail, so that we may judge of the shortcomings. We find that when we do not yield easily, it is better for ourselves and stops the practice of merchants having imaginary troubles. Of course, now and then, there are some real grievances, as there must necessarily be, when thousands of pairs are going through the factory weekly. Perhaps a seam rips, a heel comes off, the finish is bad, the edge setting imperfect, box toe gives way or there has not been sufficient reinforcement at certain vital parts, but on the whole, we imagine that very few defective shoes get by us.

There Are Faults on Both Sides

"Talk about the manufacturer not making goods up to sample—I think he is just as efficient in this respect as is the dealer in his relations with the manufacturer. A number of the latter class, particularly in the west, seem to take delight in seeking to get refunds or sending in cancellations after the order has reached the factory; the leather cut, and the ticket made out; the shoes perhaps are on their way to completion. This means that we either have to lose the stock that has been cut, or finish the goods and dispose of them in the best way we can.

"There are two classes of people we do not like to deal with. One is the man who does not know his own mind, and immediately on giving an order, gets cold feet and cancels. He is on a par with the fellow who overstocks his store and then blames the manufacturer. The other is the chap who is so pernickety that nothing suits him. The goods, according to his warped judgment, are never up to sample, never just as he ordered. The sizes are wrong, the heel too high, the insoles too cheap, the upper stock faulty, or the box toes and counters of materials that will not stand up.

"Another thing—there is a certain class of people who would do us up every day if they could. I am not going to mention what this class is, but they come in and place a very satisfactory order, paying the cash and maybe, start in business. Thus they establish a basis of credit. In a little while they come in for two or three more cases of goods, and perhaps get them, paying cash again. Then they order a few more and promise to settle within thirty days. They may have gone to two or three factories or wholesalers and have done the same thing. If you hesitate about giving them the concession asked, you are requested to 'phone a competitor. Of course, the answer will be:—'Well, that man has done considerable business with us here and has always paid cash, and we think he is good for the amount asked.'"

Peddling the Shoes Out

"Now some of these men take and sell the goods, which they buy from us at wholesale rates, to other merchants in outlying districts, getting from 50 to 75% of the wholesale cost and at the same time pretend to be running a shoe store in a certain centre. They have their shelves filled with cartons, and to all appearance, are carrying a heavy stock. An examination of the boxes, however, will reveal the fact that the stock which is supposed to be handled by them, has been sent out to others and the goods, that have latterly been obtained on thirty or sixty credit, have brought the 'amateur jobber' from 50 to 75%.

"Perhaps I do not make my meaning clear, but what I desire to emphasize is. These tricksters, after paying cash a few times, will often secure scores of pairs on credit and then send them broadcast throughout the country before the manufacturer 'gets wise.' He thus stands to lose hundreds of dollars.

The Cartons Were All Empty

"We had a firm in an adjoining city do us up for \$600 by this method not long ago, and it was only owing to the accidental visit of our traveler, who happened to pop in when the boss was out, that the true state of affairs was disclosed. The clerk was waiting upon a customer and the traveler started to pull out a few of the cartons here and there, only to discover that they were empty. He reported his suspicions to our firm, and next morning we got a telephone message from Mr. J., wanting to know why our Mr. B. had been rooting around his place doing the eavesdropping act and engaging in the duties of a sleuth. We told him that our traveler had simply gone down to find out how conditions existed and naturally was not going to shut

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The Different Types of Shoe Construction Explained

The Turn and the Standard Screw—A Full Explanation Regarding the Construction of Each—A General Summary of the General Uses of the Different Types.

Written Specially for the "Shoe and Leather Journal" by E. F. LEONARD.

The turn shoe, while used many years extensively for house slippers, dancing slippers and theatre or evening wear has lately come into a greater popularity than it ever enjoyed, and is now being used extensively for pumps, slippers and shoes for street wear.

The process of manufacturing this shoe is different from any of the other methods. The patterns used in cutting them are much the same as used in a Goodyear welt for the outside of the shoe, but the lining is made larger in the heel and vamp portion, as this shoe is lasted and sewed inside out. There is no insole used in a turn shoe.

The outer sole must be of good quality and weight, as it is all that comes between the foot of the wearer and the ground, and must be very flexible, as it has to be turned inside out after the shoe is lasted and sewed. The outersole is cut by a pattern, slightly larger than the bottom of the last in the forepart and heel, while in the shank it is about the same width as an insole pattern of a welt shoe. It is made this way so as to have a little surplus leather around the forepart for an edge, and around the heel so as to make a good heel seat; the shank is narrow so as to make a nice close narrow shank as such a one is considered best and neatest on a turn shoe.

Construction of the Turn

The outersole is channelled on the flesh side. After all superfluous flesh or dirt has been removed, it is then run through a moulding machine which turns or moulds the edge of the outersole upward in such a way that the edge of the outer sole will come up around the edge of the last when the sole is laid on the last. After being thoroughly wet and tempered the outer sole is tacked temporarily on the last with the grain side next to the last. The upper is turned lining side out, the counter is thoroughly wet and put in place and the shoe is placed on the last and lasted with temporary tacks which are pulled out after the shoe is sewed. The box toe, which is generally of canvas, as a leather box is quite hard to turn, is put in and covered with box toe gum. Shellac is seldom used on boxes on turn shoes.

Skilled Workmen Necessary

The laster on this kind of a shoe must be a good workman, as he is making a shoe, one might say, blindly. The outside being next to the last, he can see nothing but the lining and he must last his shoes so that when they are turned, the tips will be straight, and the vamp lines, buttons, seams, and back seams must be straight or he will hear about it from his foreman.

After the shoe is lasted they must be taken and sewn immediately, so that they will not have time to dry before being turned. The shoes are sewed either by hand or machine, but generally by machines nowadays. The machine used is a Goodyear turn sewer or welting machine, the same as is used in sewing Goodyear welt shoes only. There being no welt on a turn shoe, no welt guide is used and the machine is adjusted slightly different than if used for sewing welt shoes.

The turn shoe is sewed about three and a half or four stitches to the inch all around the shoe, through the lining and upper, and the channel on the bottom of the outer sole. In some factories the shoe is not sewed around the heel seat, but the latest practice is to sew around heel seat and all.

The laster or second laster now takes the shoe, trims off any extra surplus of lining or upper that remains above the seam, now pulls the last out of the shoe, and turns the whole of it right side out on a sort of dull steel blade set upright on the bench. The shoe is turned by force and strength, and the sole, counter and box toe must be wet and soft or the force required to turn the shoe will strain the seam or crack the grain on the outer sole and spoil everything.

The Finishing Process

The shank piece is laid on the bottom of the last and the last forced into the shoe again, large quantities of French chalk being used to help in the process. The linings are smoothed out by a long, narrow steel blade being forced in, spreading the wrinkles or smoothing the linings. The toes and heel seat are pounded up to the shape of the last with a flat faced hammer and all wrinkles are smoothed out with a hot iron.

The outer sole is now levelled with a small wooden maul or large flat faced hammer and the shoes are ready for heeling.

Heeling the Shoe

Great varieties and shapes of heels are now used; many wooden, leather Louis, kidney and Cuban heels of combination and solid leather are put on. If a leather heel is used the shoes are heeled on the machine and finished up much the same as a welt shoe, the edge being lighter and no welt being used. This shoe can be trimmed very close to the upper and makes a very light and neat appearance. After the lasts are pulled, when the shoes have been through the finishing room, a sock lining covering the whole inside surface of the sole is put in. Underneath the sock lining on a first-class shoe is placed a filling or pad of light cushion felt, and in a cheap shoe a piece of cardboard is used for filling. When the sock lining has been put in this shoe is perfectly smooth inside and very comfortable.

For light, fine wear, where dress style, comfort and class are great considerations, the turn shoe is the best of all footwear, but where any kind of hard, rough wear is necessary the turn shoe has no place.

The Standard Screw Shoe

The uppers of the Standard screw shoe are made with the same lasting allowance as on a McKay and are lasted in the same manner, the lasting tacks used remaining permanently in the shoe.

The insole in this shoe must be of good weight, and should be composed of solid leather to be any good. A cheap combination canvas or leather board is absolutely useless in a Standard screw.

As this shoe is generally made into a strong working boot where heavy rough labor, combined with hard wear is required, the uppers and soles on the Standard screw shoes are generally of heavier, coarser material than used in the welt, Goodyear or McKay, and are made especially for service.

After the shoe is lasted the sole is attached temporarily with a few nails, then the lasts are pulled and the shoes are allowed to dry a short while. When dried sufficiently to hold their shape they are taken to the Standard screw oper-

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The Charm of Variety in Making Window Displays

Some Pointers on Which Trimmers Can Never Seem to Agree—Diversity of Showings as Contrasted with Repetition—The Peculiar Advantages which each Possesses in Presenting Different Lines.

To enable those who may be in doubt as to the exact meaning of the terms, as they were used by these gentlemen, I will give a brief description of the two methods which they were discussing. In the former style of trim many different lines of merchandise are displayed;

for example, a store with five or six windows will display neckwear in one window, in another shirts will be shown, in a third hosiery and underwear will be arranged, and so on until all the windows are trimmed with entirely different articles of apparel. On the other hand, repetition in window displays is the trimming of a number of windows with exactly the same articles; as an illustration of the latter method we find a shop with a number of windows displaying neckwear, shirts or sweaters in all of them at the same time; colors or patterns may differ, but the articles shown and the method of displaying them is identical in every trim.

The Charm of Variety

Both of the above methods of trimming are valuable under certain conditions, but for all round work the odds are slightly in favor of the former style of trim, and, for the sake of making a beginning, we will discuss variety in window displays.

Thomas Moore once wrote a few lines which, I think, tells in a few words the true value of variety. He selected Nature around which to weave his poem.

"Ask what prevailing, pleasing power
Allures the sportive, wandering bee
To roam, untried, from flower to flower;
He'll tell you, 'tis variety.
Look Nature round, her features trace,
Her seasons, all her changes see;
And own, upon Creation's face,
The greatest charm's variety."

Nearly everyone will agree that there is a great deal of truth in these lines, and, like the wandering bee, we often find men being attracted to a store front, and, as if possessed by an uncontrollable desire to see what each window contains, he wanders from one to another until all have been carefully examined by him. The chances are that if we should ask one of these men why they do these things they would be unable to explain; it seems to be thought beyond speech; but we have every reason to believe that it is the same power which starts the bee on its seemingly endless journey from flower to flower.

The Passerby Sees What He Needs

The advocates of this particular style of display can lay before you such a dazzling array of facts, which describe the many advantages of this method, that at first glance one would think that this was the only way a window can be trimmed. First, they will tell of the advantages of exhibiting to the public the many different articles which a store carries, and to substantiate this statement, they will cite many instances where sales have been made simply because a passerby saw some article he was in need of displayed in a window. Next, they will point out that where this method is employed a much smaller stock can be carried than in a shop that depends upon the other style of trimming

I happened to walk into the office of a widely known fixture concern a few days ago, and there, in the midst of a heated argument, were two window trimmers with whom I am acquainted, discussing the respective merits of two distinctly different kinds of window trims. One was advocating the use of variety in trims, the other was firm in his belief that a repetition of display was the more effective.

which we are discussing. This is due to the fact that where there is a repetition of displays a larger stock must be carried in order to make all the trims of the one article. Still another reason for adopting variety in window displays is that the trim may remain in for a longer

period than if the other method was used.

A trimmer is sometimes forced against his better judgment to display a variety of articles in his trim owing to the scarcity of display space. While he may feel that a solid window of any one article might greatly increase its sales, still he generally figures that the gain does not sufficiently compensate for the loss of sales on other lines, and consequently this is one of the principal reasons why we find so many show windows being crowded with a large variety of merchandise. And yet it has been said that there is grace in wild variety surpassing rule and order.

It would not be giving the supporters of repetition in window displays a fair deal if we did not carefully consider everything which might be said in their favor, and I must say that the advantages of this way of trimming are quite numerous.

While listening to the argument, I was reminded of a short article that I once read, and which was written by O. W. Holmes. "Use of Repetition," was the title, and among other things he said that a man must be a poor creature that does not often repeat himself. He goes on to say, "Can anyone imagine the author of that excellent piece of advice, 'know thyself,' never alluding to that sentiment again during the course of a protracted existence? Why, the truths a man carries about with him are his tools, and do you think a carpenter is bound to use the same plane but once to smooth a knotty board, or to hang up his hammer after it had driven its first nail? I shall never repeat a conversation, but an idea often. I shall use the same types when I like, but not commonly the same stereotypes."

Hammers Driving the Truth Home

What a startling resemblance there is in the conditions under which writers and window trimmers labor. Here we have a genius advising the use of repetition or I might more correctly say, defending those who use it. He explains that a writer's ideas are like a carpenter's tools, and so it can be said of window trimmers. The ideas employed in his displays are the hammers by which he drives into those who view them the story of the merchandise shown, and if an impression is made by one blow of his hammer, or, in other words, if a man is impressed by seeing one window, how much more deeply will he be impressed by seeing three or four windows identically the same.

Of course, those who are opposed to this method will say that repetitions become monotonous, but in answer to this we might say that every feeling tends to a certain extent to become deeper by repetition.

Window trimmers, for some unknown reason, seem to pass up this style of trimming; this may be due to fear of being accused of lacking ideas. Holmes is credited with having said that he would use the same types when he liked, but not commonly the same stereotypes. Here again we are reminded of window trimming; a trimmer may use the same units in his trims and yet he does not necessarily have to place them in the same position in all of his displays.

Do Not Expect Too Much of Patent Leather Shoes

The Difficulties of Production Are Many and Exacting and No Manufacturer Can Guarantee Results—Physical Fundamental Laws Make Insurance Against Cracks or Breaks Practically an Impossibility—Skins and Their Treatment.

Owing to the widespread popularity of patent leather in all kinds of footwear, and particularly in women's lines, coupled with the fact that the majority of samples for spring will, in all likelihood, reveal a more generous display than ever of shiny leathers, some information on how patent is produced should prove of much timely interest.

"You cannot make a surface giving varnish or from it get a finish that will not check or crack or break under any and all circumstances. The factors influencing patent leather results are in the thousands, and there has never been the mind or the hand that could handle them all so as to assure absolute certainty of perfection in the product," says W. L. Ratcliffe in "The Story of Patent Leather."

"First of all, what is patent leather? It is the skin of an animal varnished. The skin is first tanned into leather, and this leather is coated with a 'daub' to give it an even surface, over which a special varnish is painted.

"Easy to say, but most difficult to do. Did you ever stop to think what is included in the words, 'skin of an animal?' You have no doubt handled the skin of a rabbit—you know how unsuited it is for shoe leather. Keep on eliminating the many other skins of animals equally unsuited.

"Then consider the animals themselves. Some are fat, some lean and some diseased. All of this affects the desirability of the skins for shoe leather and may remain undisclosed in the skin until it is tanned into leather.

Patent Colt Is the Best

"The skins used in the manufacture of patent leather are those of the colt or pony, Kid, Calf, cow. For the best and finest patent leather a thin, firm, smooth skin with a fine grain is needed. In quality, texture, appearance and wearing qualities the colt or pony skin heads the list. Next come kid and calf which are equally beautiful in appearance. For heavier shoes the hide of the horse is used. The grain is coarser, but otherwise a fine horse hide makes as serviceable a shoe as a colt skin.

"'Patent Side Leather' is produced from cow hides and is used in good medium priced patent leather shoes. In nearly all makes of patent leather varnish is put on the hair or 'grain' side of the skins.

"The cheapest patent leather is made of 'side leather' varnished on the inner or flesh side of the hide or skin. When the hide is too thick it is 'split' to the required thickness, and the varnish is put on the split surface. As there is no grain, a heavy 'dope' coat is first applied to produce an even surface; on top of this is varnish.

It is only possible to get so much of anything for ten cents. If you desire genuine colt or kid, good makes, you must pay a price for your shoes to enable the manufacturer to put it on.

"That word 'daub'—so easy to say and so hard to do—don't let it deceive you. 'Daub' holds such problems of formula and handling as to puzzle and baffle the most experienced and expert.

Desirable Qualities in the Leather

"These problems include the treatment of the fibres of the hide in such a way as to produce leather with various contradictory qualities. It must hold together and be strong, not tender, stiff or brittle; it must have elasticity and life without opening up coarse or grainy—and yet it must feel soft and mellow to the touch and be "workable" in the many processes of shoe-making.

"You have seen a painter prepare a coach body for varnish. He fills and rubs to get his surface; he exercises

care in selecting and applying his materials, that its adhesion and "life" may be assured. You have seen, after all His efforts how a few days' exposure to heat or cold brings 'checks' and fine lines in the 'finish,' which a sharp knock makes more pronounced until they become large cracks. The painter has a practically rigid, clean and dry surface and body to work on. The wood does not stretch—and leather does, because it is impossible to take all the stretch out! When it stretches, it may break the grain of the varnish. Wood is not soft, consequently does not wrinkle. Leather is soft and pliable, hence apt to wrinkle or 'pipe' as they term it. Patent leather, the same as painted wood, will peel under certain conditions.

"You know that oilcloth, which has practically no stretch to it, will crack and break when bent.

"Patent leather for shoes is no exception to any other

An Honored Record Closed

Many friends in the shoe trade will regret to learn of the death of Joseph McCully, of Elora, Ont., who passed away recently in the hospital at Fergus, where he had gone for special treatment. Mr. McCully had suffered for the past year from pernicious anaemia. He was forty-two years of age and a native of Paisley, Ont. As a young man he learned the trade of shoemaking in his native place with Jos. Sergison. Later he took a position in a shoe factory in Walkerton and then went to Palmerston, where he was employed for some time with W. A. McKay. Sixteen years ago he bought out the shoe business of John Godfrey & Son in Elora, which he conducted up to the time of his death



Mr. McCully leaves a widow and two children. He was a kind and affectionate husband and father, an honorable and energetic business man and had one of the neatest shoe stores in Western Ontario. He was a useful member of St. John's Anglican Church and served on the Library Board and Town Council and as president and secretary of the Board of Trade. He was a leading member of the Odd Fellows and also of the A. F. & A. M., taking a great interest in both orders. His funeral was largely attended and the tributes of respect were numerous and marked. Mr. McCully's shoe business is now being offered for sale by the estate. The stock consists of about five thousand dollars, and there is an excellent repair department in connection.

substance on which a shiny or varnished surface is put.

The patent leather maker has to apply his 'daub' to a stretchy, grease-coated skin.

"If you would test this problem, paste two fabrics together—two pieces of paper or a piece of paper and a piece of fabric; then pull and bend these products of your handiwork.

"Perhaps you have succeeded in varnishing on a solid, rigid surface, but I am sure you would never attempt it on a limber, pliant fabric, because you would know beforehand the result. The patent leather maker has to do just this thing—and still is expected to produce a smooth, unchecked and elastic product.

He must go farther! After he has done these things he has to 'bake' his leather in ovens three times, and then sun-dry it. If the skin is not selected right, the tanning done exactly right, the 'daub' right and applied right, and the product baked and sun-dried right (and all these processes require a high degree of expertness and long practice), the product promises very uncertain results. But even when these things are done, the fundamental law steps in and says that you cannot combine all the factors of the problem and get perfection and certainty of result from patent leather.

"Diverge from the path marked out by fundamental laws, as you have to do in making patent leather, and you walk toward a certain fall and disappointment in some particular.

"These laws say that you cannot stick two or more layers together and have them hold under any and all circumstances. You cannot make a service-giving varnish and from it get a finish that will not check or crack or break under any and all circumstances. The factors influencing patent leather results are in the thousands, and there never has been the mind or the hand that could handle them all so as to assure absolute certainty of perfection in the product.

All producers know the risk and uncertainties involved in the production of patent leather, and these producers safeguard themselves and their product to the fullness of their power.

"From the best of these producers good shoe manufacturers buy, but not one of them can or will guarantee a result from patent leathers—leathers which every honest man knows to be most uncertain.

"To avoid disappointment from the use of patent leathers, users of them must have in their expectations the element of doubt.

"They must qualify their natural desire for perfection with the knowledge that physical, fundamental laws, which no one can alter, make the producing of a surely serviceable patent leather practically an impossibility. And when results prove the law, they should never blame the producer of the leather or the maker of the shoe. Probably both have done their very best to get the best of its kind for you.

"Men and women these days are mostly honest and fairly reasonable. This article has been prepared in the belief that once these men and women of to-day know the facts as to patent leather, they will cease to expect too much from shoes made from that material, as they have in the past."

Says the Tide Has Turned

A recent despatch from Montreal says Mr. D. Lorne McGibbon took a conservative, but on the whole, a most optimistic view of the industrial position of Canada in an interview here.

"What is your opinion of the conditions obtaining at present and likely in the immediate future in shoe industry of this country?" he was asked.

"I am very glad to say that in my judgment the turn of the tide of depression which surged over this country for

the past six months and more has come. I cannot help but speak optimistically of the whole of Canada in general."

"What about rubber conditions?"

"The business this year, up to the present time, is somewhat ahead of that done up to the corresponding period last year."

How Manufacturer is Often "The Victim"

(Continued from page 32)

his eyes to the facts that we had for some time been suspecting. Then Mr. J. flew off the handle, said he would send us a cheque for \$963.⁷⁵ for what he bought, and that he was not going to get another dollar's worth from our house. We said that we were very sorry that he had taken offence. The cheque was dated two days ahead of time, and when we presented it at the bank, it was returned, 'N.S.F.' I then went down myself to where J.—had been doing business, but found his place closed up. The owner had departed for fresh pastures.

Have Been Caught Often

"This is not the first time that we have been caught in this manner, and I would like to see the Bulk Sales Act or some other equally good measure passed in order to prevent the deception practiced on us. We afterwards learned that J. had been selling the wares he got from us at about 70%, and as he had not paid us for some time, he was really clearing up a nice thing. It seems awfully hard for some men to be honest. Manufacturers are as often victims of a wily dealer, as are retailers of customers who seek to obtain credit on various specious pleas or plausible pretexts and get both the footwear and the credit."

The Different Types of Shoe Construction

(Continued from page 33)

ator who puts them on a horn attached to the machine. This horn goes inside the shoe and at the end has a slight disk wheel or tip, which clinches the screw wire as it is driven through the outer sole, the portion of the upper which has been lasted in, and the inner sole of the shoe.

The wire used on the machine is threaded spirally like a screw, and a mechanism on the machine turns the wire or screw around so that it is driven by the machine much the same as a screw would be put in with a screw driver by hand. These screws are driven around the shoe about three or four to the inch, including the heel seat as well as the forepart.

The shoes are now levelled and heeled the same as the McKay and finished up in the same way.

If the Standard screw shoe is made right and lasting tacks not too long have been used, the insole will be comparatively smooth and comfortable, although much different than a Goodyear welt.

The screws will not work up into the foot in the wear, as a shoe fastened with nails would.

For good hard service and rough wear in wet weather or dry, hard ground, the Standard screw shoe cannot be beaten.

Summary of Shoe Construction

The Goodyear welt for first-class everyday wear is the best shoe made, for comfort and flexibility.

The McKay for cheapness and for serviceable wear is a good shoe.

The Standard screw for hard, rough wear is the best article.

The turn for men's light house and dance slippers and for women's pumps and dress slippers is a very comfortable, light and serviceable piece of footwear.

Several New Directors Elected at Annual Meeting

Clarence F. Smith Retires from General Management of Ames-Holden-McCready Ltd.—Position Abolished and Duties of Office Assumed by D. Lorne McGibbon, Who Predicts Certain Changes

The annual meeting of Ames-Holden-McCready Ltd., held in Montreal Thursday, June 25th, resulted in a number of important changes in the board of directors, chief of which was the retirement of Mr. Clarence F. Smith as the vice-president, a director and the general manager of the company.

Mr. D. Lorne McGibbon was re-elected president, and also assumed a new office as managing director. Mr. Fleetwood H. Ward, well known in Montreal shoe circles, was elected vice-president to succeed Mr. Smith, and he will devote his entire time to the service of the company.

Other changes on the board of directors were the election of Sir Thomas Tait, W. A. Matley, secretary-treasurer of the company, and S. J. Le Hueray, to take the places of Clarence F. Smith, W. R. Allen and Arthur Congdon respectively.

The post of general manager has been abolished, the duties of this office being assumed by Mr. McGibbon, who after the meeting, stated that he would hereafter devote the best portion of his time to the management of the company, and make his headquarters here.

Looks to Prosperous Year

Mr. McGibbon went on to say that some radical changes would be made, which he thought would do much toward the future prosperity of the business. He stated that all the directors were optimistic as to the outlook for the company, and that he believed, with an improvement in the industrial situation, the Ames-Holden-McCready Co. would have a prosperous year.

W. S. Louson will continue in his capacity as sales manager, and W. V. Mathews will also continue to act as general superintendent of the company.

The board of directors for the coming year is now composed as follows:—D. Lorne McGibbon, president and managing director; Messrs. Rufus C. Holden, A. L. Johnson, Herbert B. Ames, M.P., and Fleetwood H. Ward, vice-presidents; J. C. Holden, Hon. Nathaniel Curry, J. H. McKechnie, Victor E. Mitchell, K. C. Fayette Brown, Shirley Ogilvie, W. S. Louson, Sir Thos. Tait, W. A. Matley and S. J. Le Hueray, directors.

Report of the Directors

President D. Lorne McGibbon presented the directors' report as follows:

In submitting the third annual report, your directors desire to congratulate the shareholders upon the fact that, notwithstanding the world wide depression which has existed for more than a year, and which has affected all branches of industry, the company's net earnings for the fiscal year ending April 30th, last, after payment of bank interest, administration and other charges, amounted to the sum of \$307,598.57, which was more than sufficient to meet the payment of bond interest, preferred dividends, and to provide for bad debts. On first of April we paid the second instalment of \$20,000.00 on account of sinking fund.

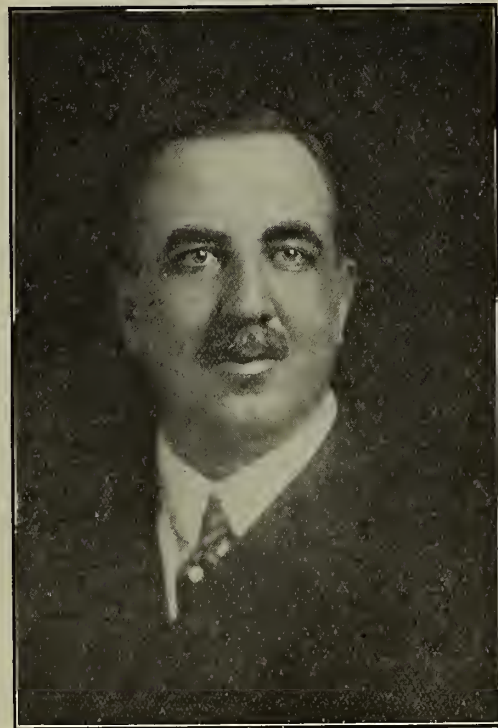
Your directors have further written off for depreciation on machinery and plant account, organization expenses, etc., the sum of \$106,769.44, of which \$20,000.00 was taken out of profits for the past year and the balance from the amount standing to the credit of profit and loss account at the beginning of the year.

Net sales for the year amounted to \$4,702,976.75 as against \$5,243,887.39 the previous year, a shrinkage approximately of 10% in volume. This reduction in sales was

largely caused by the unseasonable weather last fall, orders for heavy winter goods and rubbers being greatly curtailed. In addition to this fact, credits have been scrutinized with more than usual care, resulting in many orders being cancelled by your company.

At the beginning of last year our stocks of merchandise, both in manufactured goods and raw material, were very heavy, and in order to reduce these to their present amounts, it was necessary during the year to limit manufacturing operations, thus accounting to a considerable extent for the smaller profits.

Expenses during the year have been reduced, and economies put into operation during the last two or three months, will only show results in the coming year. A further



D. LORNE MCGIBBON, PRESIDENT OF THE COMPANY

reduction of expenses will be immediately taken up by your board.

The equipment and general appointments of all your factories and warehouses are in excellent condition.

A convention of all managers and travelers of head office and branches was held last July with most satisfactory results.

You will note by referring to the balance sheet submitted herewith, that the liabilities of the company have been greatly reduced:

Bills payable to the bank from \$1,629,000.00 to \$1,056,000.00, accounts payable from \$149,992.39 to \$93,019.05, bills payable from \$404,496.74 to \$222,961.03, a total reduction of these three items of \$811,509.05.

The greater proportion of the company's sales are usually in spring goods, orders for which have been taken during the previous fall months, but, in the opinion of the board, should we this year have a favorable crop, orders

should be as good, if not better than last year. From the most reliable information we can obtain, it is apparent that stocks of merchandise in the retailers' hands are very low,



FLEETWOOD H. WARD, VICE-PRESIDENT
OF THE COMPANY

showing that liquidation in this respect has already taken place and re-stocking must soon follow.

The financial statement for the fiscal year ended April 30th, 1914, was presented to the stockholders and adopted. It reads as follows:

Statement of Assets and Liabilities as at 30th April, 1914

Assets—

| | |
|--|----------------|
| Real estate, buildings, machinery, goodwill, organization expenses, patent rights and investments..... | \$6,078,938.85 |
| Cash on hand and in bank..... | 36,343.19 |
| Accounts and bills receivable..... | 748,612.99 |
| Stock on hand in Montreal, St. Hyacinthe and branches..... | 1,543,717.86 |
| Prepaid revenue, charges and equities..... | 127,603.74 |
| | <hr/> |
| | \$8,535,216.63 |

Liabilities

| | |
|---|----------------|
| First mortgage bonds..... | \$980,000.00 |
| Less Sinking Fund Payment for year..... | 20,000.00 |
| | <hr/> |
| Accounts payable..... | 93,019.05 |
| Bank Loans..... | 1,056,000.00 |
| Bills payable..... | 222,961.03 |
| Preference stock..... | 2,500,000.00 |
| Common stock..... | 3,500,000.00 |
| Surplus— | |
| General reserves..... | \$45,521.68 |
| Profit and Loss Account..... | 157,714.87 |
| | <hr/> |
| | 203,236.55 |
| | <hr/> |
| | \$8,535,216.63 |

Profit and Loss Account for Year Ended 30th April, 1914

| | |
|--|--------------|
| May 1, 1913, by balance, forward from last year..... | \$239,289.28 |
| Deduct charges applicable to last year..... | 1,101.18 |
| | <hr/> |
| | \$238,188.10 |
| Less depreciation written off..... | 86,769.44 |
| | <hr/> |
| | \$151,418.66 |

| | |
|--|--------------|
| April 30, 1914—By net profit for year after providing for bank interest, administration and other charges, except bond interest and bad debts..... | \$307,598.57 |
| Less— | |
| Interest on bonds..... | \$58,700.00 |
| Bad debts..... | 47,602.36 |
| Preference dividend..... | 175,000.00 |
| Depreciation..... | 20,000.00 |
| | <hr/> |
| | 301,302.36 |
| Surplus profit 1913-14..... | 6,296.21 |
| Balance carried to next year..... | \$157,714.87 |

Veteran Shoe Dealer Passes

Many friends in the trade will learn with regret of the death of John Hellyar, the veteran shoe retailer of Bowmanville, Ont., at the advanced age of 84 years. He passed away after only a brief illness. Mr. and Mrs. Hellyar celebrated the sixty-second anniversary of their wedding a few weeks ago. The late Mr. Hellyar, who disposed of his business last month to Mr. Fred. Knox, leaves a wife, two sons and two daughters. He was born in England and was married at the Bible Christian Parsonage in Cobourg, Ont., on April 22nd, 1852. The young couple made their first home in that town for two years and afterwards removed to Tyrone, where they lived for twenty-nine years. In 1883 they took up their abode in Bowmanville. Mr. Hellyar learned the shoemaking trade at an early age. Of late years he had not taken a very active part in business, although he went down to the store regularly twice a day.

New Waterproof Felt Sole

A new product, which, it is claimed, has been given practical demonstration, and is shown in some samples by shoe manufacturers, is a waterproof felt sole which possesses qualities of durability and, in tests which have been made, has proved to wear two or three times as long as a sole leather sole, while costing from 25 to 40 per cent. less than good quality oak or union leather.

The material is manufactured in any shade of color desired, thus eliminating the necessity of finishing the bottoms. It can be put through the factory with the same machinery and using the same operations as on a leather sole. It can be channeled, edges and heels trimmed and set, and the same adhesiveness used in laying channels as are now employed.

It is adapted not only for soles, but for heels. One of the chief advantages of its use is found in its light weight, making shoes much lighter than with leather soles. This quality makes it especially desirable for sporting shoes. It is made in any degree of flexibility desired, will not slip on wet or polished surfaces and, in fact, seems to make an ideal substitute for a leather sole with many added advantages over soles cut from leather.

The use of this sole, it is claimed, will reduce the cost of making shoes, as well as increase the wear. It is expected from demonstrations made that it will outwear the ordinary shoe upper.

As it is made in all weights and colors and all degrees of flexibility, many operations now employed in handling sole leather will be eliminated, such, for instance, as skiving and buffing the soles and heels and many of the finishing processes. The fact that it is made in a variety of colors will make it possible to exactly match any shade of upper stock. As felt is a non-conductor of heat and cold, it is claimed that shoes made with these soles will be cool for

summer wear, and dry and warm in winter. Owing to its uniform quality, it is claimed that in the stitching operation the thread will set into the material more uniformly than either leather or rubber. Further particulars regarding this product and where it may be obtained can be secured through the SHOE AND LEATHER JOURNAL.

Will There Be Shoe Machinery War

Now that the United Shoe dissolution suit is temporarily out of the public eye, rumors have been in circulation a shoe machinery war is imminent, says a despatch from Boston. The foundation for the stories is that since the advent of the new tariff the foreign manufacturers of shoe machinery have been planning to invade the American field in competition with the United Co. It is no secret, of course, that the more important European shoe machinery manufacturers have recently been advertising their wares in this country and have also had representatives here drum-

ming up trade. Thus far, however, they are understood not to have made any signal success.

United Shoe machinery officials do not, however, appear greatly disturbed over this "war" talk. It is difficult to see how the foreign manufacturers can make much headway against the United Co., which has already more than held its own abroad in competition with the same concerns who seek to get a foothold here. Moreover, if it came to a showdown, the United Co. could manufacture its machines abroad and land them here as cheaply as any foreigner.

Competition from domestic sources big enough to be on a "war" basis is a matter for the indefinite future when some of the United Co's would-be rivals have developed machines and a service which shall compare with what the United Co. can offer.

J. D. Hawthorne, city traveler for D. D. Hawthorne & Co., Toronto, who was operated upon recently in the General Hospital for appendicitis is making rapid progress thoroughfares. Here is a view of the big shoe department.

FROM PIONEER SHOP TO BIG DEPARTMENT STORE

The Regina Trading Company is one of Regina's pioneer departmental stores. Starting out when the city was but a small fraction of its present size, this progressive

ture has a frontage on Hamilton Street of 125 feet and about 200 feet on South Railway Street, two of Regina's important thoroughfares.



THE SPACIOUS SHOE DEPARTMENT OF REGINA TRADING COMPANY, REGINA, SASK.

store has kept pace with the remarkable development that has taken place. As the business grew, extensions were made from time to time to provide sufficient space and for new departments, to meet the demand. The present struc-

This progressive firm has at its head Mr. J. F. Bole, member of the Saskatchewan Legislative Assembly for Regina city. Mr. Bole is an old timer in Regina, as is also Mr. A. Gibbons, the popular assistant manager.

When Good Fellows Get Together in Jolly Conclave

Second Annual Reunion and Convention of the "Miner" Men at Granby was a Delightful Occasion—Business Sessions and Social Features Both Entered Into Enthusiastically—Inspection of Up-to-date Plant

It was a jolly crowd thoroughly imbued with the get-together spirit that boarded the special Pullman car attached to the 9.10 a.m. train from Montreal to Granby, P.Q., on Thursday, June 25th.

The occasion was the second annual convention of selling agents, representatives and branch managers of the Miner Rubber Co., Ltd., from Brandon on the West to Sydney, C.B., on the East—all gathered together as guests of the company for the ensuing two days. Every man was a good mixer and made to feel at home as they were, by R. R. Macaulay, secretary-treasurer of the company, ably assisted by F. H. Meinzer, the two-hour journey seemed all too short. At Granby W. H. Miner, vice-president, together with other officials of the company, received his guests and soon had



W. H. MINER, VICE-PRESIDENT, MINER RUBBER CO.

everyone comfortably disposed at the two main hotels—both of which are a distinct credit to the town.

At one o'clock the whole party of over fifty met at the Granby Hotel for the luncheon that mine host Page had specially prepared, after which the afternoon was set apart for private interviews between sales agents, branch managers and the management of the company. The rest of the company had an afternoon off, so to speak. After dinner at the hotels, the whole party was treated to a most enjoyable automobile drive round the beautifully shaded and well kept streets of this town of 6,000 inhabitants, and everyone enjoyed it to the fullest extent. Not content with this, seats at the moving picture show had been reserved, and for over an hour the boys enjoyed all the thrills—by proxy—furnished by a stirring chase after the daring refugee from the law. This, coupled with a midnight dance at the Town Hall, not on the program, by the way, closed an unusually eventful day; perhaps one had better say, opened the next day.

Tour Through Modern Plant

The whole of the next morning was spent in a comprehensive tour through the splendidly equipped plant of the company. Starting from the offices, the visitors were first taken through the box and carton department where all the

wood boxes, also the paper cartons for individual pairs of rubbers are manufactured. This is a feature seldom found in such factories. Next, the power plant was visited. Here the visitors were shown the duplicate power machinery. Usually the plant is run by water power communicated to immense dynamos, thence throughout the factory. Should the water become too low, however,—this seldom happens—a powerful steam plant equipped with automatic underfeed stokers is ready to be started at a few minutes' notice. This provides insurance against any tie-up of lost time, which is an important consideration. Successively the tool shop, the cement-mixing room, the varnish and naphtha storage buildings, were inspected, after which the tour of the main building was begun. From the ground floor where the crude rubber is stored, washed and dried, on up to the large storeroom, then down into the calendering room with its huge rolls through which the sheets of rubber, duck, canvas and other materials pass, according to the finished stock desired, the party was taken. In this room was also demonstrated the making of compound rubber—a very interesting process.

Next, the party visited the cutting floor, then the making floor, and here several pairs of rubber footwear of various kinds were made—a demonstration which was of great interest to everyone present. The varnishing and packing rooms on the top floor were finally inspected, after which the party adjourned for luncheon.

Some Worth While Features

While the whole plant is very large, modern and splendidly equipped in every respect, there are two features worthy of special mention. One is the curing apparatus on the ground floor. This is a steel tube about 8 or 9 feet in diameter, and perhaps twice that in length with an inner and outer skin, inside of which the rubber for certain kinds of footwear is placed for curing purposes. This rubber hung on racks is wheeled into the big tube on tracks, then the enormous door is closed and securely bolted. In order to get the necessary heat for the proper curing of the rubber, steam is turned into the space between the two skins, and the rubber is kept therein, subject to a proper temperature as long as judged necessary. A thermometer accurately gives the heat inside the tube, making guess work or mistakes impossible. This is a unique feature, and is just one of those safeguards that goes to make up Miner quality.

The other feature is the splendid shipping facilities of the factory. Both switch and main track run right past the warehouse at floor level, making loading facilities simple and obviating any teaming. Coal is also unloaded from cars into trolleys and run right over to the boiler room, which is on a lower grade at practically roof level, and there placed in hoppers ready for use as required. All of which does away with all cartage charges on outgoing or incoming shipments. Goods can be carried by truck from the shipping room floor right into the car.

The afternoon was taken up by a general business session in which everyone got together as a ways and means committee, with suggestions for the general advancement of the business.

In the evening at 8.30 the party, reinforced by a goodly number of the heads of the various departments at the factory, sat down to a sumptuous banquet. After the inner man was satisfied—better say surfeited—seven toasts were proposed and responded to, upon which a day of great enjoyment came to a close. The party arrived in Montreal on Saturday morning after an enjoyable return journey,



THE CROWD ASSEMBLED AT THE MINER RUBBER CO.'S GATHERING AT GRANBY, QUE.

and there was not one but felt that he had been greatly broadened by the trip, and that the gathering is sure to redound to the good of the company and the sales force in all its branches. All were warm in their praise of the splendid hospitality they had received, and sincere in their belief that Granby is "some town, believe us." The following composed the party:—

Those Who Participated

C. A. Davies, T. H. Rumford, R. G. Boyle, Toronto; S. J. Edmondson, Ottawa; Blachford, Davies & Co., Ltd., Toronto; R. B. Wanless, D. Coates, F. Dewan, F. Smith, London; Coates, Burns & Wanless, London; R. R. Dowling, Brandon; R. B. Griffith, A. M. Haggart, R. B. Griffith & Co., Hamilton, Ont.; A. E. Jackson, W. N. B. Jackson, S. F. Marshall, J. Bilouez, O. Pourier, W. G. Borland, Montreal; H. A. Savage, P. Gauthier, Ottawa; Jackson & Savage, Ltd., Montreal; R. T. Hayes, Wm. H. Humphrey, Geo. R. Crosby, J. M. Humphrey & Co., St. John, N.B.; Chas. R. Brown, J. M. Humphrey & Co., Sydney, C.B.; R. Leullier, C. A. Congdon, Jr., Winnipeg; The Wm. A. Marsh Co., Western Ltd.; F. H. Meinzer, assistant sales manager, Montreal; J. W. Johnston, Montreal; G. C. Yearsley, local manager, Toronto; F. Maranda, local manager, Quebec; J. A. J. St. Laurent, P. A. Poulin, Quebec; W. G. Simpson, Toronto; W. H. Miner, vice-president, R. R. Macaulay, secretary-treasurer, J. Stapleton, superintendent, The Miner Rubber Co., Ltd.; F. H. Devenish, Toronto, Footwear in Canada; H. Neville, Montreal, THE SHOE AND LEATHER JOURNAL.

The Toast List

'The King.'

"Town of Granby," proposed by C. A. Davies; responded to by W. D. Bradford, mayor.

"The Industries of Granby," proposed by F. Maranda; responded to by J. Bruce Payne, president Granby Board of Trade.

"The Miner Rubber Co., Ltd.," proposed by Geo. Legge; responded to by W. H. Miner, general manager.

"The Miner Rubber Co. Ltd., Selling Agencies," proposed by F. H. Meinzer; responded to by R. B. Wanless, R. T. Hayes, R. B. Griffith and R. R. Dowling.

"The Press," proposed by P. Gauthier; responded to by H. Neville.

Afterthoughts

Who would have thought that under that quiet exterior F. Maranda carried around all the makings of an orator? Some speech, that!

Better monkey with a buzz saw than try to christen

J. Bilouez—by the water process, anyway. That five dollar offer still has no takers. No one knew the culprit. It was safer not to—for the culprit.

By the way, Mr. Bilouez is some opera singer. If he entertains the trade up around Nominig and Mont Laurier the way he did the boys at the hotel, no wonder he sells goods.

Realization now only whets anticipation for next year.

R. R. Dowling's sunny smile was much in evidence. He says business in Brandon and the West is now very fair, and getting better all the item.

O. Pourier—after doing justice to the inner man at the banquet—"Please pass the Castoria, gents!"

D. Coates was the life of the party—as usual. What would that Miner yell be without him? By the way, was it he seen talking to and walking with one of Granby's fairest maidens? Surely not. He did it last year, too.

Peter Gauthier was as young as any of the boys and had just as good a time. No wonder, he is a most popular knight of the grip.

A. E. Jackson and F. H. Meinzer ably assisted the management in making everyone comfortable. The visitors certainly appreciated their efforts.

R. T. Hayes was at once recognized as the solid conservative type of citizen that has done much to place the Maritime Provinces in their present enviable position during the prevalent period of depression. He is a constructive yet cautious citizen.

T. H. Rumford was one of the jolliest members of the party. He made a big hit.

Everyone was present except C. A. Congdon, Sr., and R. Coates, unavoidably detained. Wires from these two expressing regret were read at the banquet.

Host Thomas Lynch certainly spread himself for the banquet. Service and cuisine would be hard to beat at Delmonico's.

W. H. Miner and R. R. Macaulay are certainly jolly good fellows,—kindly intentioned and hospitable to the limit, and the convention has materially increased the esteem in which they are held—if this be possible.

Perhaps we had better not tell tales out of school as to what went on at the Granby Hotel after midnight. But it is really almost too good to keep.

Some of the smaller fry in Granby were busy gazing at the "long-gear'd" colored gentleman in charge of the rolling palace that took the party down. Private cars are rather rare in Granby—also porters. The gent in question had a well developed sense of humor.

Boston Fair Will Be the Mecca of Many Canadians

Scores Are Going to the Seventh National Shoe and Leather Market-Fair—Big Preparations for "Canadian Day"
—Some Features About This Year's Show—Railway Rates and Hotel Fares.

Many Canadians are going to Boston next week to attend the annual Shoe and Leather Market Fair. The Fair opens on Wednesday, July 8th, and continues for one week. It is expected that it will be the greatest gathering of representative shoe and leather men ever congregated in one city. There will be about one hundred and seventy-five exhibitors and a large section of the spacious Mechan-



R. C. JACOBSEN, PRESIDENT
JACOBSEN PUB. CO.

ics Building' has been set aside for displays from Canada and Great Britain.

Monday, July 13th, will be Canadian Day, and the number of those likely to be present on that occasion will double the attendance at any previous fair. The SHOE AND LEATHER JOURNAL will, as usual, have an attractive booth, which will be No. 38. This will be the headquarters for the Canadian contingent and a warm welcome awaits all visitors.

Among the Canadian firms to make exhibits will be C. Parsons & Son, 79 Front St. E., Toronto; Beardmore & Co., tanners, and others.

There is no more pleasant way to spend a holiday than by a trip to the ancient and historic city familiarly known as "The Hub." It is rich in traditions of the past, for it has been the scene of many stirring events in the pages of the Republic. Besides all this it is the great centre of the shoe and leather activities of the continent and forms a splendid meeting place for those identified with the trade who wish to buy, sell or study all the latest developments and styles. Go to Boston next week and be present on Canadian Day. It will repay you in many ways.

The Railway Fare and Hotels

The railway fare from Toronto to Boston and return is \$26.40, from Montreal to Boston, \$16.10, and from Quebec to Boston \$19.10.

Some of the leading hotels in Boston and their rates are:—European plan: Adams House, \$1.50 up; American House, \$1.00 up; Brunswick, \$2 up; Castle Square Hotel, \$1.50 to \$3; Clarendon, \$1 to \$3; Clark's Hotel, \$1 up; Copley-Place \$3 up; Copley-Square, \$1.50 up; Crawford House, \$1 up; Bellevue, \$3 up; Essex, \$1.50 up; Langham, \$1 up; Lenox, \$2 up; Plass Hotel, \$1 up; Vendome, \$5;

Touraine, \$3 to \$6; Parker House, \$1.50 to \$4; Quincy House, \$1 up; Thorndike, \$1 to \$3; Young's Hotel, \$1.50 to \$4; United States Hotel, \$1 up; Westminster, \$1.50 up; Oxford, \$1 up; Brewster, \$2 up. American plan:—Brunswick, \$5; Langham, \$2; United States Hotel, \$3 up.

New Ideas the Keynote

The keynote of the Seventh National Shoe and Leather Market Fair next week will be "New Ideas." New methods, new styles, novelties, inventions, in fact the last word in every line of the shoe and leather trade from eyelets or laces to the finished product of the high grade shoe, is the aim of the management.

The Seventh National Market-Fair is a business fair for business men. The directory of exhibitors includes the keenest, liveliest and most up to date business firms in the trade. They represent concerns which are not satisfied to stand still but are seeking new avenues of trade, at home and abroad, recognizing the fact that if they do not get the trade of new areas somebody else will. Consequently many of the exhibiting firms are sending their principal employees to the fair at their own expense as a matter of education, considering such expense a profitable investment.

The new features of the coming Market-Fair are innumerable and run the gamut of the industry from new machinery to make shoes, to tango pumps. More than a dozen new kinds of soles for boots and shoes will be shown, including rubber, felt, combination rubber and felt and combination rubber and leather, waterproof felt and new white chrome for white duck and canvas shoes.

One firm will show machinery which furnishes an entirely new method of making shoes, a company from Ohio



W. D. BENNET, VICE-PRESIDENT
AND NEW ENGLAND MGR.

shows a machine for making lasts which does away with hand shaping and is probably one of the most important and valuable inventions of recent years as it provides a method of making lasts true to the model. The increasing scarcity of wood has made wooden packing cases more expensive, and a new substantial paper packing case to substitute for wood will be shown. A line of camel hair slippers and unique designs in slipper wear comes from Germany, while a

number of Canadian firms are to show some beautiful results from new processes in tanning.

National Retailers to Meet

At a recent meeting the tentative program for the meetings of the National and Massachusetts' Associations was made by the local committees in charge. The National Shoe Retailers' Association will hold its annual conventions on the morning of Retailers' Day, July 10, in Mechanics'



MECHANICS BUILDING, BOSTON, MASS.

Building, president A. S. McGowin of Philadelphia will preside and make the opening address. E. W. Burt of the Ground Gripper Co., of Lynn, chairman of the national committee on membership, will make a report on "Membership." A black board talk will be given by national secretary A. H. Geuting, of Philadelphia on the subject, "(1) Cost of Doing Business; (2) Legitimate Profits; (3) Fallacy of Fixed Prices." John W. Craddock, of Lynchburg, Va., will speak on "National Law to Protect the

Consumers against Fraud, Versus the So-called Pure Food Shoe Law," and F. H. Ellsworth of Fitchburg will speak on "What Mutual Fire Insurance Means to You."

Among the Canadian exhibitors at the Boston Shoe and Leather Fair who will have extensive displays in the Canadian section are: C. Parsons & Son, Limited, Toronto, who will show a full line of English and Scotch shoe leathers. The booth will be in charge of H. L. Daville, W. Pollard and W. G. Parsons. Beardmore & Co., Toronto, will have an exhibit of sole leather, tap soles, harness and strap leather, lace leathers, English upper leathers, sides and bellies. The exhibit will be in charge of Torrance Beardmore, J. A. Matheson and W. Alfred Moore, Toronto. Both firms will be glad to welcome all Canadian visitors.

Bringing the People to Shop

A Western shoeman, on opening a new store, originated a novel idea to show people the way to it. This new store is about half a mile from the business centre, and it was necessary to have something new to get customers to come out to it. It was advertised that with every purchase of \$10.00 or over of footwear made in this store on the day it was opened would entitle customers to six per cent. additional in shoes then, and for every year as long as they lived. These original purchasers might come to the store and receive six per cent. of the amount of the first purchase. This was equal to a yearly dividend of six per cent. on whatever their purchases might have been and the unique idea attracted an immense crowd on opening day. The sales were estimated to run almost \$3,000 and it will be seen that annually about \$500 would have to be paid out. However, it was charged up as an item of very cheap advertising.

HOTEL WESTMINSTER
 EMILE F. COULON, Proprietor

ON BEAUTIFUL COPLEY SQUARE
BOSTON

250 Rooms, \$1.50 up
 2 Minutes' Walk From Fair.

ROOF GARDEN

THE PLACE TO STOP WHEN IN BOSTON

SHOE and LEATHER PEOPLE visiting Boston during the National Shoe and Leather Market Fair convening in Mechanics' Building, July 8th to 15th, 1914, patronize the

COPLEY SQUARE HOTEL
 which is the Nearest Hotel to the Mechanics' Building

Rooms, \$1.50 up, without bath
 Rooms, \$2.00 up - with bath

AMOS H. WHIPPLE - - - Proprietor

ON your visit to the Shoe and Leather Fair in Boston, July 8-15, you are invited to visit Booth 167 and inspect our samples of Men's, Boys', Women's, Misses' and Children's Soles and Insoles cut from our own Tannages of Leather.

HILLIARD & MERRILL, INC.
 Tel. Lynn 826
 Factory and General Offices: 206 Broad St., LYNN, MASS.
 Boston Sales Office: 79 SOUTH ST.

AT THE FAIR—BOOTH No. 159
THE B. & R. RUBBER COMPANY
 North Brookfield, - Mass.



AMONG THE SHOE MEN.

Labrie & Guay, shoe retailers, of Montreal, have dissolved.

G. S. Hubbell, of Montreal, was in Berlin last week on business.

A. Scott, leather goods, has started business in Hughton, Sask.

S. Barron, dealer in clothing, boots and shoes, Winnipeg, has assigned.

J. E. Paquet, dealer in clothing, shoes, etc., Montreal, has assigned.

The Outremont Shoe Repairing Co., Montreal, have been registered.

C. E. Liscombe, shoe retailer, Beaverton, has assigned to N. L. Martin.

John B. Gerbracht, dealer in leather and harness, Galt, Ont., has assigned.

A. Binette Mason, shoe dealer, of Montreal, recently made an assignment.

Philip, J. C. and S. B. Pocock, of London, Ont., were in Toronto this week.

Fred. R. Hiltz has opened up a cash shoe store in Sealey's block, Kentville, N.S.

C. A. Davies, of Blachford, Davies & Co., Toronto, was in Montreal this week.

R. B. Griffith, of R. B. Griffith & Co., Hamilton, is on a buying trip to Montreal.

C. Knees, tanner, of Cannifton, Ont., for many years, is closing out his business.

Ruelland & Fils, wholesale shoes, Montreal, is a new firm registered recently.

R. T. Hayes, of J. M. Humphrey & Co., St. John, N.B., was in Montreal last week.

J. Sinclair, of the Barrie Tanning Co., Barrie, was in Toronto last week on business.

R. R. Dowling, of Dowling & Creelman, Brandon, is visiting Eastern shoe centres.

H. Ywuoles has opened a shoe repair shop at 186 North Cumberland street, Port Arthur.

F. H. Meinzer, sales manager of the Miner Rubber Co., Granby, was in Toronto recently.

Tom Stedman, of the Stedman Shoe Co., Winnipeg, was in Toronto last week on business.

Several new machines have been placed in the factory of Dufresne & Locke, Maisonneuve.

D. Sanford, Brandon, has purchased the boot and shoe stock of the estate of G. W. Forbes.

F. G. Lockett, of the Lockett Shoe Co., Kingston, was in Toronto during the past fortnight.

G. C. Yearsley, manager of the Miner Rubber Co., Toronto branch, was in Montreal last week.

W. E. Wing, sales manager of the Kaufman Rubber Co., Limited, Berlin, was in Toronto recently.

Harry Jordan, of the Estate of J. Jordan, Port Hope, called recently on several Toronto shoe houses.

Gilbert Bonner, of Bonner Leather Co., Montreal, was in Berlin, London and Toronto last week on business.

John Ritchie, of the John Ritchie Company, Quebec, has been appointed a member of a local committee of the Canadian Manufacturers' Association to meet the Royal

Commission studying trade conditions, which will be held in Quebec on August 20th.

W. F. Martin and W. M. Mitcham, of the Kingsbury Footwear Co., Montreal, are in Toronto for a few days.

P. A. Doig, representing Fisk, Limited, Montreal, is spending a fortnight in the large American shoe centres.

B. F. Morley & Son, wholesale shoes, 60 Colborne street, Toronto, have removed to 27 Wellington street east.

The New York Cut Rate Shoe Stores Co., Limited, Vancouver, have taken over the business of A. S. Vachon & Co.

Arthur Congdon and R. Leuillier, of the W. A. Marsh Co., Western, Limited, are at present in Montreal and Quebec.

M. S. Higgins, of the George E. Keith Co., Brockton, Mass., was among the shoe men attending the great ad. convention.

Frank Bauslaugh, of the John Agnew Co., Limited, Brantford, was in Montreal and Quebec last week on business.

N. E. Pletch, Swift Current, Sask., is closing out his stock of shoes and men's wear and entering into the grocery line.

R. B. Wanless, of Coates, Burns & Wanless, London, Ont., has been spending a few days in Montreal, Granby, and Quebec.

M. Brown, shoe repairer, Barrie, Ont., has recently enlarged his workroom by taking in accommodation at the rear of his shop.

Fred. J. Lashbrook has returned to London after his Western Canada trip in the interest of the Galt Shoe Manufacturing Co.

Ottawa shoe stores have come to an agreement to close on Saturday afternoons, as some other leading lines of business places do.

The Relindo Shoe Co., of Toronto, whose plant is now electrically driven, have resumed operations and are engaged in the fall run.

Ed. Cleland, one of the Montreal road staff of the U. S. M. Co., will visit Boston during the week of the Shoe and Leather Fair.

The corporate name of the Federal Shoe Factories, Limited, Montreal, has been changed to that of La Parisienne Shoe Co., Limited.

E. J. Bliss, general manager, and P. I. Hersey, treasurer of the Regal Shoe Co., Boston, were in Toronto recently on business.

P. J. Hogan, special agent of the U. S. M. Co., Montreal, is spending a few days at the factory of Jno. McPherson Co., Hamilton.

W. C. Meyers, representing the Rideau shoe, Montreal, has returned from an extended selling trip through the Western Provinces.

The Humberstone Shoe Co., of Humberstone, Ont., are running the factory night and day in order to meet the demands for their sandals.

H. G. Greene, son of R. H. Greene, sales manager of the footwear department of the Gutta Percha and Rubber, Limited, Toronto, will in the near future, take up his residence

in Montreal, where he will have charge of the footwear branch, under R. H. Hamilton, the Montreal manager

Charles Newton, manager of the shoe department of Robinson & Co., Winnipeg, was in Toronto this week on his way east on business.

J. A. Paterson, recently employed with E. T. Wright & Co., St. Thomas, has taken a position as mail clerk with headquarters in London.

E. L. Emerson, of the Boston Last Co., Boston, has been spending a few days at the Canadian branch of the Boston Last Co. in Richmond.

Ed. Lynch, Western Canada traveler for the Minister, Myles Shoe Co., Toronto, recently returned after an extended trip as far as Calgary.

T. D. Holmes, of the Electric Shoe Repairing Shop, Wingham, Ont., has sold out the shoe shining department of his establishment to Geo. Moir.

In the new Spring samples for men which are now in progress in several plants, a large number of tweed and fancy cloth tops will be shown.

W. F. Martin, sales manager of the Kingsbury Footwear Co., Montreal, is in Toronto with a fine and complete range of new samples for spring.

A. L. Baldwin, a member of the Goodyear road staff, of the U. S. M. Co. of Canada, Montreal, is at present spending his holidays in New York.

J. C. Moreau, who represents the London Shoe Co., London, throughout the West has returned from an extended trip to the Prairie Provinces.

Frank Mercer, Western Canada representative of the Brandon Shoe Co., Brantford, left last month on a trip to Cuba, where he will spend some weeks.

Mr. Perchard, who covers Eastern and Northern Ontario for the Thompson Shoe Co., Montreal, has returned from a short holiday in the Laurentians.

Alexander Hall, 20 King street, Chatham, has recently installed a Champion shoe repair outfit. He reports business in the repair line as being very good.

Robert Tobin, of London, who represents Coates, Burns & Wanless and the Adams Shoe Co., has returned from an extended selling trip over Western Canada.

Walter Powell, shoe retailer, 1682 Dundas street, has returned after spending a few holidays in Ottawa and in a motor trip throughout Eastern Ontario.

Kenney & Company, men's outfitters, Parry Sound, Ont., have moved into a larger store and have allotted an exclusive department for men's and boys' shoes.

Mr. Schmidt, formerly with the Perth Shoe Co., Perth, Ont., has taken a position with the Slater Shoe Co., Montreal, as foreman of the bottoming department.

J. S. King, of the Relindo Shoe Co., Toronto, was in Boston and other Eastern shoe centres last week on business looking over styles for the coming season.

P. M. Goff, of Toronto, patentee of Dr. Goff's Hygienic Health Shoe, reports that samples of this new brand will be ready for the trade during the coming season.

E. T. Jacobi, 5 Wellington street east, Toronto, is spending a couple of weeks on a fishing expedition at Thorah Island, Lake Simcoe, along with his wife and family.

J. L. Trethewey, Toronto, of the selling staff of the Brandon Shoe Co., Brantford, and his brother, R. J. Trethewey, of London, are spending the summer at Temagami Lake.

Harold W. Rising, of the firm of Waterbury & Rising, St. John, N.B., spent a few days in Toronto attending the annual meeting of the Canadian Credit Men's Association.

Geo. McMillan, formerly in charge of the sole leather and stock fitting departments of Jas. Linton & Co., Montreal, has accepted a similar position with Louis Gauthier Co., Quebec.

PRESENTED WITH A SILVER CUP

The staff of the Ames-Holden-McCready, Limited, Montreal, wishing to express their appreciation and high esteem for Clarence F. Smith, late vice-president and general manager of the company, last Saturday presented him with a magnificent silver cup and a beautifully engrossed address.

The presentation was participated in by a large number of the employes of the company and the address was read by W. A. Matley, secretary-treasurer, on behalf of the staff.



He expressed his personal deep regret and conveyed that of the employes on the occasion of Mr. Smith's severing his connection with the company. He also spoke in the highest terms on behalf of the staff throughout, and of their deep appreciation for the general courtesy and consideration to all that had characterized Mr. Smith's administration during the past three years.

Following is a copy of the address:

"To Clarence F. Smith, Esq.

"Dear Sir,—In severing your connection with Ames-Holden-McCready, Limited, as vice-president and general manager, we desire to express our sincere regret at the sundering of the pleasant business relations that have existed between us during your management of the amalgamated companies, which, we fully realize, has been a period of strenuous anxiety and thought.

"We cannot but express our high appreciation of the uniform kindness, courtesy and thoughtful consideration which you have invariably extended to us all, and wish to emphasize to you this expression of our esteem and regard, accompanied with our warmest and most cordial wishes for your future welfare, knowing there will be nothing but the kindest thoughts and memories of our associations together."

Mr. Smith in reply said that it was with feelings of pleasure and gratitude that he had listened to the address and that he reciprocated fully all the kindly expressions and thoughts it contained. He would treasure and prize both the address and the exceedingly handsome cup as souvenirs of priceless value. Changes, he added, were inevitable in business experiences, and he regretted exceedingly having to say good-bye; but in so doing, he wished to thank each and every one and to express his deep appreciation to the staff generally for their loyalty to him during his three years' administration. He asked them to continue the same devoted service and loyalty to his successors and sincerely wished both the company and its employes all the success and prosperity which he thought they deserved.

Dupont & Frere, Maisonneuve, are arranging to install a complete Goodyear equipment in their factory and intend to start in the manufacture of men's Goodyear welt shoes at once.

The Berlin Felt Boot Co., of Berlin, have re-organized their plant and added considerably to their equipment in the way of C.H.M. lasting machines, Rex pulling over machines and others.

The assets of the Western Jobbers' Clearing House, Limited, 40 Aikins street, Winnipeg, were sold by auction on June 17th. The assets consisted of shoes, dry goods and men's furnishings.

Thomas Scott, superintendent of the U. S. M. Co. of Canada, and party of friends are arranging to take a boat trip from Montreal, Toronto and other points, stopping over also at Rochester.

W. F. McNeill, of Rossland, B.C., has doubled the capacity of his shoe store by taking in the stand next door. He has also put in a new front and now has a large and up-to-date establishment.

The plans and specifications have been prepared for the new factory of the J. H. Hamilton Shoe Co., Sherbrooke, Que. They provide for a well-lighted and well-ventilated building, 30 by 125 feet.

W. H. Galt, of Montreal, sales manager of Gutta Percha and Rubber, Limited, will henceforth make his headquarters in Toronto and devote special attention to the rubber tire business of the company.

L. F. Jackson, who has been Western Canada representative for several years with the Relindo Shoe Co., Toronto, has taken a position with the Brandon Shoe Co., of Brantford, and will cover the East.

George Williams, of D. D. Hawthorne & Co., Toronto, who has been ill for the last three months, is able to resume his duties. He has been spending the past four weeks recuperating in Lobo township.

W. G. Damer, who is Western Canada representative for F. J. Weston & Sons, Toronto, has returned from his Western selling expedition and is spending the summer with his family at Oshawa-on-the-Lake.

Downing & McVicar, who have conducted a shoe business in Goderich for the past eleven years, have dissolved partnership, Mr. Downing retiring. Mr. McVicar is now the sole proprietor of the business.

Underwoods, Limited, have re-organized their shoe factory in Aurora, Ont., and installed motors throughout the building. The plant is now driven electrically and the capacity has been considerably increased.

G. Barrett, late of the Thos. Ryan Co., has joined the H. G. Middleton Co., wholesale shoes, Winnipeg. It is understood that A. N. Douglas, who has been with the latter company for some time, has withdrawn.

A. L. Johnson, manager of the Winnipeg warehouse of Ames-Holden-McCready, Limited, was in Montreal last week attending the annual meeting of the company, of which he is one of the vice-presidents.

Captain W. A. Moore, of Beardmore & Co., Toronto, and Lieut. K. D. Marlatt, of Marlatt & Armstrong, Limited, Oakville, spent a couple of weeks in camp recently with the 9th Mississauga Hourse, at Niagara-on-the-Lake.

The John McPherson Co., Hamilton, have recently installed a Goodyear jointing machine, which makes the joint at the breast of the heel after trimming. The McPherson Co. have also put in an Economy insole re-inforcing outfit.

The Canadian Consolidated Rubber Co., of Montreal, have declared their regular quarterly dividends of one and three-quarters per cent. on the preferred shares, and one per cent. on the common shares of the capital stock of the company. The Canadian Consolidated Felt Co., Limited,

have also declared a quarterly dividend of one and three-quarters per cent. on the capital stock of the company.

Harvey E. Graham, accompanied by his wife and family, is spending a few weeks at Fredericton, N. B. He will not return to Toronto until his Fall samples are completed, which will be during the latter part of August.

The Manufacturers' Shoe Syndicate, 239 St. Lawrence Boulevard, Montreal, have purchased the stock of shoes salvaged from the O. B. Shoe Co.'s factory fire in Drummondville, Que., sometime ago. A special sale is now being conducted of the effects.

Chas. Campbell, Canadian manager of the Boston Last Co., Richmond, Que., has returned from a trip on which he called on most of the large Canadian shoe manufacturers. He states that conditions appear to be a little better during the past couple of weeks.

F. A. Taschereau has succeeded Herbert Taylor as manager of the shoe department of the Stanley Mills Company, Hamilton. He was formerly traveler for the O. B. Shoe Co. and also had charge of one of their retail stores. Mr. Taylor has taken a position with the Hudson's Bay Co. at Edmonton, Alta.

In the Spring samples, which several manufacturers have now under way, a new eyelet will make its appearance. It is known as "the Midget" and closely resembles the blind eyelet. The circle is very small and has a beaded edge. Several manufacturers are preparing samples carrying this eyelet.

Lightning struck Lomineck Gross, jr., an Italian boy, as he was drinking a glass of water during a storm in Watertown, N.Y., picked him up by his feet and tossed him across the room against the wall. The lightning was attracted by the nails in his shoes and burned the soles of his feet. He was otherwise unhurt.

Getty & Scott, Limited, Galt, have installed a U. S. M. Co. Goodyear upper stapling machine, which puts the staples through the shoulder and upper leather before pulling any tacks. This machine has recently been installed in a number of factories, among them, the Minister Myles Shoe Co., Limited, Toronto.

C. C. Keane, well-known making room foreman, who about a year ago was with the Thatcher Shoe Co., of Richmond, Va., has now accepted a position as foreman of the making and finishing room with the Richmond Shoe Co., of Richmond, Va. Mr. Keane was formerly with the Relindo Shoe Co., of Toronto.

G. A. Blachford, of the Blachford Shoe Manufacturing Co., was in Boston, Lynn, Haverhill, and other New England shoe centres last week on business. C. A. Blachford and Harold Hayward, superintendent of the company, have returned from a business trip to Buffalo and other New York cities in search of style pointers.

A Goodyear shoe repairing outfit is being installed by the U. S. M. Co. in the establishment recently opened in Medicine Hat, Alta., by Edwards & Pingree. The latter was formerly foreman of finishing and treeing departments of the Slater Shoe Co., Montreal, and more recently, the Alberta Shoe Manufacturing Co., Redcliff, Alta.

The annual meeting of the Hartt Boot and Shoe Co., Fredericton, was held on June 17th. A dividend of six per cent. on the capital stock for the past year was declared and very satisfactory reports presented. The old board of directors were re-elected. John D. Palmer, John Kilburn, Edward Moore, John A. Reid and J. W. McCready.

The warm weather has resulted in a vigorous demand for white canvas pumps, oxfords and button shoes. Dealers in this line report that orders so far have been very heavy. Sporting shoes of all kinds have also been in active requisition. Retailers throughout the provinces report that business

generally has picked up considerably during the past few weeks.

The J. H. Hamilton Shoe Company has been incorporated with a capital stock of \$100,000 and headquarters in Sherbrooke, Que. Jas. Hollingrake Hamilton, shoe manufacturers of Levis, and others are the incorporators. The company is erecting a new factory in Sherbrooke, and has power to purchase and acquire the business of J. B. Blouin, Limited, of Levis.

The O. B. Shoe Co., whose factory at Drummondville, Que., was burned down in February last, has been re-organized. The capital stock is \$100,000 and it is expected that the plant will be in splendid shape to begin manufacturing in August next. The town of Drummondville is giving a bonus of \$25,000 to the industry. The reorganization has been carried out by J. P. Belanger.

The Boot and Shoe Workers' Union, of Fredericton, N.B., recently held a conference with the management of the Hartt Boot and Shoe Co. to discuss the demand made by the Union for a nine hour working day at the same rate of wages as in the past. The men have been working fifty-nine hours a week and it is understood that a compromise, whereby fifty-seven hours was the basis was effected.

It is expected that the new Walk-Over Shoe Store which will be erected at 290 Yonge street, Toronto, will be ready for occupation by October next. The store will be 156 feet deep and 31 feet wide and will represent the last word in a footwear home. F. A. Guinivan, proprietor of the Walk-Over Shoe Store, Montreal, will take full charge of the handsome new shop and will remove to Toronto.

A "black art" window which was illustrated in the last edition of the SHOE AND LEATHER JOURNAL as proving an effective and novel means of displaying summer shoes, proved to be of much interest to several retailers. J. McCullough, 866 College street, Toronto, was one of those who installed such a window. The black fixtures, backgrounds and special lighting effects imparted to the white footwear the appearance of floating in the air without any support.

T. A. Wilson, who was for many years in the shoe business in Perth, has bought out Joseph Greenwood, 579 Bloor street west, who has retired owing to ill-health. Mr. Wilson has been residing in Toronto for about three years and has been joined by his son, Roy R. Wilson, who conducted a shoe and clothing store in Perth until recently. Messrs. Wilson & Son are widely known in the footwear line and many friends will wish them success in Toronto.

Geo. E. Keith Co., recently sent out invitations to the trade in connection with the dedication exercises of the Walk-over Club to be held in conjunction with the fortieth anniversary celebration of the founding of the business by George E. Keith. The date of the event is July 1st and the exercises will be held on the grounds of the Club, 100 Perkins avenue, Campello, Mass. A fine program of athletic sports, baseball, fireworks and dancing will be presented.

Daoust, Lalonde & Co., shoe manufacturers, Victoria Square, Montreal, have opened a branch on St. Paul street, under the name of the Metropolitan Shoe Company, which will henceforth largely handle their Western trade, as well as keep in touch with their rural customers in Quebec, who visit the market and often find it rather awkward to get up to Victoria Square frequently. It will be remembered that Daoust, Lalonde & Co. were at one time located on St. Paul street.

The toeless shoe for afternoon and evening wear and to be worn with or without stockings is the latest novelty for women to appear in the London shops. The new design is of sandal form, with high French heels, and exposes glimpses of the sides of the foot and toes. They are also made in a wide range of colors, with a view to matching the gowns.

So far, the new shoe has not yet made its appearance in the streets or the fashionable tea-rooms of London. It is called the "toeless" shoe.

George J. Cowling, for the past five years with the Relindo Shoe Co., but now with the Blachford Shoe Manufacturing Co., Toronto, has joined the ranks of the benedicts. He was married this week to Miss Minnie Bates at 66 Brookfield street, the ceremony being performed by Rev. Mr. Oke, pastor of Chalmers Presbyterian Church. Mr. Cowling and bride will take up their residence at 905 Ossington avenue, Toronto. Many friends will extend their congratulations.

H. W. Roberts, one of the Western travelers of the W. B. Hamilton Shoe Co., Toronto, passed away at the hospital in Regina on June 19th. While on a selling trip he was taken ill with pneumonia at Fillmore, Sask., and was later removed to Regina. He was twenty-one years of age and has been with the firm two years, covering part of Saskatchewan and Alberta. The remains were interred in Hamilton. Mr. Roberts was a nephew of L. S. McKindsey, one of the Western representatives of the W. B. Hamilton Co., and was a young man highly esteemed for his many good qualities.

The many friends of George Gilbert Hodges, who for several years has been one of the most popular salesmen for George A. Slater, Limited, Montreal, will congratulate him on his marriage to Miss Carrie Forman, daughter of Mr. and Mrs. Forman, which took place recently. The event was celebrated at the residence of the bride's parents, 826 Dorchester street, Montreal. Rev. R. W. Dickie, pastor of Crescent Street Presbyterian Church, officiated. After spending a honeymoon trip, Mr. and Mrs. Hodges have returned to Montreal to take up their residence.

A mass meeting and concert under the auspices of Joint Council number 17, of the Boot and Shoe Workers' International Union, Montreal, comprising locals 249, 266, 428, and 472 will be held for the purpose of inaugurating their work in the new premises, the Corbeil Hall, at the corner of St. Catherine and Parthenais streets. Many representative men from other unions are expected to be present to give addresses on the occasion. Mr. McKercher, acting

CONDENSED ADVERTISEMENTS

Two cents a word. Minimum charge for an advertisement 50 cents.
Cash must accompany all orders.

POSITION WANTED by an experienced shoe buyer and manager of a shoe department, with long experience and responsible position, and making a change at the present time. Prefer Departmental store. Address Box 82, SHOE AND LEATHER JOURNAL, Toronto.

FOR SALE—Shoe business, on Granville street, Vancouver, B.C. Established seven years. Good lease, clean stock, and up-to-date windows. Stock, fixtures, etc., about \$7,000. Box 81, SHOE AND LEATHER JOURNAL, Toronto.

FOR SALE—A1 shoe business in Elora; stock \$4,000 to \$5,000, largely new. Fine store, well located, repair department; residence attached. Will lease or sell this splendid business to close estate. Apply to Mrs. Joseph McCully, Elora, 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.

business agent of the council, reports that conditions are brighter in the boot and shoe trades now than they have been for months.

The liabilities of C. B. Pratt, who ran a shoe store on Wellington street, Ottawa, and another one on Sparks street, under the name of the Tally-Ho Shoe Company, before he was taken ill, are about \$45,000, against which are assets totalling \$28,000. The assets were sold by public auction on June 26th. It is understood that Chas. E. Slater was a creditor to the amount of \$12,000; the Pratt family claims \$15,000 and the balance of the \$45,000 liabilities is distributed over a number of the creditors. Those who were appointed to take charge of the assets were John I. McCracken, G. D. Kelly and A. W. Ault.

In the "Invictus" Easter window dressing competition the results were recently announced by George A. Slater, Limited, Montreal. The winners in the contest were Thom & Webb, Edmonton; W. M. Leslie, with A. W. Vermilyea & Son, Belleville, Ont.; H. F. Ready, with J. Ready, St. Marys, Ont.; Chas. S. Trick, Winnipeg, H. L. Cunningham, with John Wilson Springhill, N.S., and R. Diamond, with Alley & Co., Charlottetown. All were good and so far as the awards in Ontario were concerned, there was a tie between H. F. Ready, of St. Marys, and W. M. Leslie, of Belleville, and a pair of shoes was awarded each of these talented window trimmers.

Cecil Chamberlain, the nine-year-old son of W. Chamberlain, of the firm of Getty & Scott, shoe manufacturers, Galt, was recently, at the entrance to Dickson Park, knocked off his bicycle by a baby buggy, and run over by an automobile owned by Hall Bros., Galt. The driver evidently did not know he had run over the lad, because he backed the machine over the injured boy a second time. The boy was picked up and hurried to a doctor's office in the car. Although the auto passed over his abdomen, and there were four persons in the machine, no bones were broken, and as far as could be seen the boy was only badly shaken up.

H. K. Hayward, of the firm of Hayward & Canning, shoe repairers, 1558 Dundas street, Toronto, has been appointed superintendent of the new factory of the Blachford Shoe Mfg. Co., Toronto, and has entered upon his duties. Formerly he had charge of the bottoming room in Getty & Scott's plant at Galt, and previous to that was with the United Shoe Machinery Co., as Goodyear man for two years. He is in every way qualified for this new position. The business at 1558 Dundas St. will be continued by C. A. Canning, under the same name. Mr. Canning was for many years in charge of the turn department of Getty & Scott, Limited, Galt.

The one thousand dollar prize donated by "Advertising and Selling" magazine for the best essay on some phase of advertising and selling was awarded to James P. Beck, advertising manager of Universal Portland Cement Co., Chicago. There were a great many contestants and finally some forty contributions were selected as being possible winners. Four other men in addition to the winner were accorded the distinction of "honorable mention," and among them were two Canadians. R. W. Ashcroft, advertising manager of the Canadian Consolidated Rubber Co., Montreal, was among those honored and his many friends will tender congratulations.

The annual outing and picnic of the boot and shoe workers of Toronto was held on June 27th, to Victoria Park, Niagara Falls. There was a good attendance and an interesting programme of sports and games was run off. Several valuable prizes were offered by the factory proprietors and others. The big event was in charge of an energetic committee, of which Albert Headley, 101 Essex avenue, was president and John Fazackerley, 1 Hiawatha road, secretary.

The other members of the committee were: J. Elvin, W. Painter, P. Waterfield, G. Cordell, C. F. Holl, S. Rice, S. Sparkes, A. Taylor, F. C. Gribben, W. Lennon, A. Mason, J. Sargent, W. Saddington, R. Leach, C. Kent, W. Headley and N. Brown.

The Brandon Shoe Co., of Brantford, have installed an Economy insole re-inforcing outfit, supplied by the U.S.M. Company. This consists of a channeler, stitcher and a re-inforcing machine, which tucks the canvas, and trims it flush with the shoulder of the insole. The advantage of the Economy over the Gem is that it gives a double lip, which when turned up affords a double shoulder. The double shoulders stand up straight, making the insole ideal for lasting purposes, and for the inseaming machine. The canvas extends only to the top of the shoulder. Many manufacturers claim that they can use a 32nd narrow welting and that, with the Goodyear universal inseam trimming machine, the inseam on this insole can be trimmed very close.

That an overwhelming percentage of the insolvent estates that have come into the hands of the Canadian Credit Men's Association through a failure of merchants to meet their liabilities are those of western debtors who are incapable of handling their business, was the statement of Henry Detchon, general manager of the Canadian Credit Men's Association, made at the annual meeting in Toronto. The speaker was of the opinion that the wholesale business men of the East had been too liberal in the credit which they have granted in the past to Western merchants. The Association approved a debtors' fund of \$100,000 for prosecution of wilful crime on the part of traders.

Lt.-Col. Fred Whitley, of the wholesale shoe findings firm of Fred Whitley & Co., Montreal, passed away on Friday, June 19th, aged 64 years. His death will be learned with wide regret by the trade and it is understood that the business will be continued by his two sons. Writing the SHOE AND LEATHER JOURNAL, John T. Tebbutt, of the Tebbutt Shoe and Leather Co., Limited, of Three Rivers, Que., speaks most appreciatively of the late Col. Whitley and says: "He was one of the 'old school' of business men, I knew him for many years and I may say I have never known a man who had higher business ideals. It was a great pleasure to do business with him as he was always in good humor, always courteous and polite, and always particular in making statements relative to the merits of the goods he was selling. By his sterling integrity he had by the help of his two sons developed a large and flourishing trade."

"Although the shoe and leather business has been showing some improvement during the last two or three weeks, it lacks snap and is considerably below what it was at this season last year," says a Boston despatch. "A characteristic of the industry throughout is hand to mouth buying. There are, of course, more fall odds coming in from week to week, but up to date, they have fallen 20 per cent. behind 1913, on the average. Duplicate odds from summer goods proved decidedly disappointing. This was due possibly to the fact that retailers carried over considerable stock from last year, which they had to work off. Also to general economy on the part of the public, and the fact that the season was somewhat late. There are a few manufacturers who are having all the work they can handle, but the majority are running very much below capacity. It is believed, however, that the shoe industry is likely to take a decided turn for the better in the near future."

Business in boots and shoes at wholesale in Winnipeg has improved of late for the same reason that the demand for warm weather dry goods has improved. Higher temperature has been followed by a brisker movement at retail of the various lines of light footwear and in the last few days sorting orders have been increasing. Jobbers generally

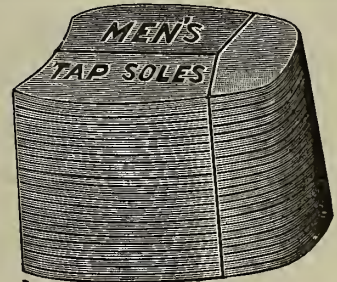
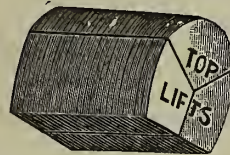
The
“EVERYDAY” Shoe
 for
Everyday Profits

THERE’S not a more consistent seller on the market than the “EVERYDAY” shoe. Day in and day out the year round, there’s always a sure and steady demand for it.

Comfort, attractiveness and service are all to be found in the “EVERYDAY” shoe. You’ll find it to be a thoroughly dependable profit-bringer. Stock and sell it.

T. Sisman Shoe
 Co., Limited
Aurora, Ontario

Established Over Half a Century



TAP SOLES

We carry a complete line, and stand back of every dozen

THE BREITHAUPT LEATHER CO., LIMITED

BERLIN

ONTARIO

“Moenus” Non-Royalty Welt Fair Stitcher No. 919

is the best in the market. Write for particulars to

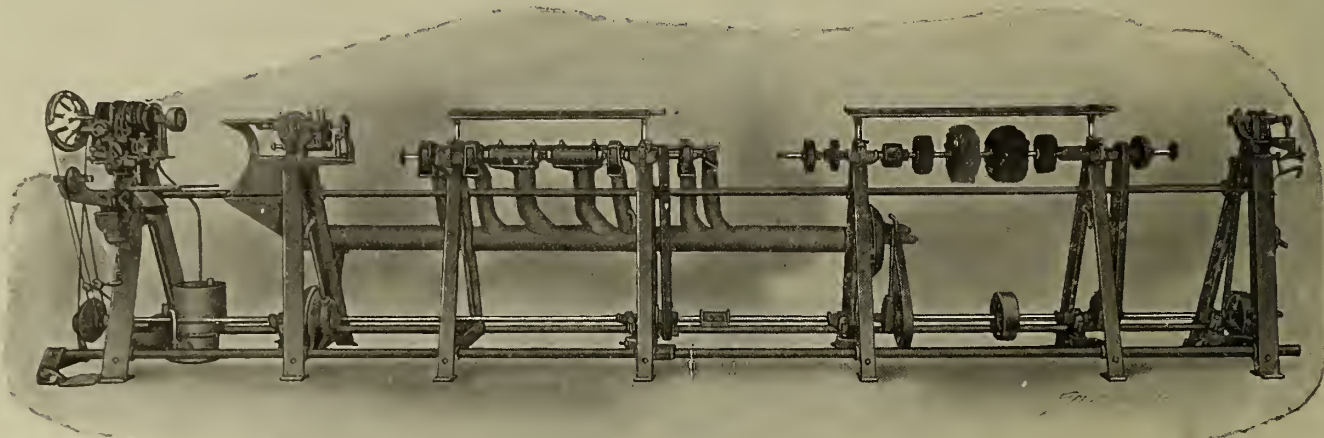
Moenus Machine Company Frankfort-on-Main, Germany



are under the impression that the dullest period is passed and that business will continue to improve steadily in the future. Stocks at retail throughout the country are reported comparatively small, and that with business conditions generally growing better there is bound to be a larger volume of orders coming forward from this out. As in the case of

many lines of dry goods, the placing of boot and shoe orders for fall and winter has been rather light, and it is confidently expected to improve very materially on account of the very bright crop outlook. When a good yield of wheat and other farm produce is assured this season, it is expected there will be a big scramble for supplies of all kinds of goods.

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY

OF CANADA

MONTREAL - - QUE.

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492 St. Valier Street, QUEBEC

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Our sheepskins have been the standard for quality and colors in Canada for over thirty years

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Because of the **Larger Margin of Profit** you can make on our lines of

Men's and Boys' Welts

Retailing at
\$3.50, \$4.00, \$4.50 and \$5.00.

Our equipment enables us to make all medium and high grades at prices that cannot help but interest you.

Our Traveler Will Be Pleased To Show Our Line

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 The C. E. McKeen Co., Reg'd, Quebec

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Acton Publishing Co.
 Limited
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From a 15 in. Prospector Down to a Low Cut

That gives you an idea of the comprehensiveness of our range.

You'll find our Goodyear Welt lines to be good trade and profit bringers. Made of solid leather throughout in Pearl, Chocolate, Black and Tan.

Valentine & Martin
 WATERLOO, ONT.



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"
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SHOE PULL STRAPS
SHOE FACINGS
SHOE LABELS and WEBBINGS

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THE SHOE THAT IS KNOWN IS THE SHOE
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are TRADE PULLERS. Cheap soft soles drive away
the MOTHERS' TRADE. Moral—BUY BETTER
SOFT SOLES.

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PRESTON CANADA

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Shoe and Leather Journal

24 issues in a year for \$1.00

It is filled with bright helpful pointers
for Retailers

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Pearl Chrome Sides

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Chrome Sole

Gusset Splits

Black, Tan, Olive, Drab



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

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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.

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 FACTORY AND HEAD OFFICE: BARRIE, ONT.
 Makers of—

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| STAPLE LEATHERS | CASE LEATHERS |
| FANCY “ | TRUNK “ |
| BAG “ | SHOE “ |
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 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.
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"Trade Mark" Your Guarantee of Quality



Buy your SANDALS in Canada and Save duty—
 Made to Wear—
 Goodyear Stitched.

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Exclusive Specialty

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CUTTING DIES
 of every Description for
Leather, Rubber, Paper, Cloth, ETC.

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

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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
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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
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We also make Union, Standard and Leather Board Counters

All Leather Fair Stitched
 Wood & Baggs, Room 3 Athena Bldg., 163½ Church St. Toronto, Ont. M. 5484



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
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J. E. DUPRE A. BAILLARGEON

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MANUFACTURERS OF HIGH GRADE

Box Toes and Heels
 OF ALL KINDS

321 AIRD AVE.
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DUCLOS & PAYAN
 Manufacturers of CHROME SIDE LEATHER

Box Sides
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 Chrome Sole

Factory and Office, Store, 224 Lemoine St.
ST. HYACINTHE. MONTREAL

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Q When ordering Union Slaughter or Sweat Sole Leather, be sure to specify LOGAN'S. You're certain then of the best quality that money can buy.

LOGAN TANNERIES, LIMITED
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W. H. Staynes & Smith, **HIDE and LEATHER FACTORS**

CASH ADVANCED
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NO DIAMOND  TRADE MARK
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Get this fact firmly fixed in your mind. It may be the means of saving you considerable annoyance and inconvenience; for, if you will insist that the diamond trade mark shall appear on the surface of the eyelets in the shoes you order, you will be entirely free from any complaints regarding "Brassy" eyelets. Fast Color Eyelets are the only kind that cannot wear "Brassy." They enhance the good appearance of shoes more than any other accessory used in their manufacture; and, made as they are, with celluloid tops of solid color, they do not grow old but retain their bright, new appearance long after the shoes are worn out.

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United Shoe Machinery Company
of Canada
MONTREAL, QUE.

122 Adelaide St. W., Toronto 492 St. Valier St., Quebec



If the Tongues of your Shoes could speak
they would say

“NUGGET”

FOR MINE

It Softens and Preserves the
Leather, and every Tin you
sell means a satisfied customer

Isn't That Good Business for You?

The Nugget Polish Co. Limited

9, 11 and 13 Davenport Road - - Toronto, Ont.

Founded 1888

TORONTO

JULY 15, 1914

THE SHOE & LEATHER JOURNAL

PUBLISHED · TWICE · A · MONTH

Some Summer Specialties

Several New View Points on Good
Salesmanship and Cor-
rect Fitting

What is the Good-Will of Your
Shoe Business Really
Worth To-day

How Eastern Firm Tried Out New
Advertising Scheme Which
Worked Profitably

Some Reasons Why Men in the
Footwear Business Go Under
in the Struggle

Shoe and Leather Fair Marked by
Large Attendance—Canadian
Day a Success

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



Is Your Stock of MINER Tennis Getting Low?

Most dealers at this time of the year find that the demand upon them for Miner Tennis Shoes has exceeded the supply, and in certain styles and sizes they are completely out.

There's no necessity for you to "turn down" any of your customers, neither do you need to overstock yourself. Just remember that the unique Miner service is at your disposal, and that you can get any style and size with the quickest possible dispatch.

Just mark your orders RUSH.

MINER
MEANS
MERIT

The Miner Rubber Company, Limited
GRANBY MONTREAL TORONTO QUEBEC OTTAWA

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PACKARD'S

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SHOE FINDINGS AND SHOE STORE SUPPLIES

OF EVERY DESCRIPTION

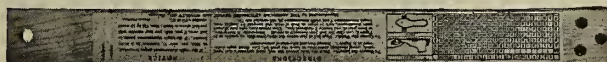
THE RITZ SIZE STICK

GIVES INSTANTLY the Length and Width of Shoe required

Gives Custom and Standard Sizes,
also Inches and Width Sizes.



A great time saver for the shoe clerk.



THE E.W. SHOE STRETCHER

A LENGTHENER AND WIDENER

If wishing to stretch lengthwise, the stretcher is adjusted as in Fig. 1, put in the shoe and the handle pressed down as in Fig. 2.

In stretching or widening the shoe across the box, the stretcher is adjusted to one size smaller than the shoe, a calk, which is supplied with each of the stretchers, is put on according to the width needed and the handle pushed down.

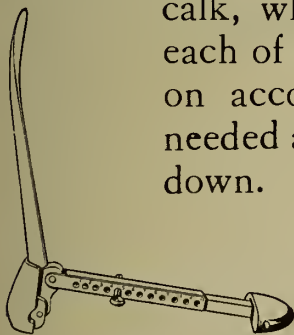


FIG. 1



FIG. 2

INDIVIDUAL GLASS SHOE STANDS

WILL NOT TARNISH

THE NEWEST
AND LATEST

MOST ATTRACTIVE
WINDOW SHOE STAND
ON THE MARKET

PRICE

- 8 in. - \$6.00 doz.
- 10 in. - 7.00 "
- 12 in. - 8.00 "

We can also supply standards with cross bars for glass shelves to build or dress up rear of window at same prices.



L. H. Packard & Co., Limited - - Montreal
Packard Building

The Independent Rubber Co. Limited

MERRITTON - - ONT.

How's Your Stock ?



If you are having the same experience as most retailers, your stock of

Royal and Bull Dog Brands of Tennis Shoes

will need replenishing now. Keeping your stock in good shape is the best way to insure steady sales. It doesn't pay to be without some styles or sizes just simply because they are sold out. To be in a position of having what your customers ask for is good business policy and there's bound to be an increasingly big demand for Royal and Bull Dog Brands as the Summer season grows.

Be prepared !



=====
Your orders to any of these Agents will be promptly and carefully attended to
=====

The Amherst Boot & Shoe Co., Ltd., Amherst, N.S.
The Amherst Central Shoe Co., Ltd., Regina, Sask.
A. W. Ault Co., Limited - - - Ottawa, Ont.
Garside & White - - - Toronto, Ont.
Kilgour, Rimer Co., Limited - - - Winnipeg, Man.
The J. Leckie Co., Limited - - - Vancouver, B.C.
The London Shoe Co., Limited - - - London, Ont.
McLaren & Dallas - - - Toronto, Ont.
James Robinson, - - - Montreal, Que.

=====
Your orders to any of these Agents will be promptly and carefully attended to
=====



MR. RETAILER

We have adopted, adapted and adhered to a high standard always.

Footwear fashioned by us needs no apologist.

Astoria, Liberty and Tecumseh Shoes are right in the front rank.

Anything you want in three weeks, and those stock lines for immediate.

If you haven't a catalogue write us.

The Cook-FitzGerald Co., Limited
LONDON

IT WILL PAY YOU
TO SELL
AND RECOMMEND

FLEET FOOT

SHOES
FOR
EVERY SPORT
AND RECREATION

Canadian Consolidated Rubber Co.
LIMITED

MONTREAL, P.Q.

28 Branches Throughout Canada



CLEOPATRA PUMP

—AN ARISTOCRAT AMONG WOMEN'S SHOES

This pump offers but another proof of the fact that the name BELL coupled with a shoe has always stood for the **highest possible quality.**

Which fact makes BELL shoes the very cheapest in the end for every retailer to buy.

J. & T. BELL, LIMITED

MONTREAL, CANADA

Makers of High Grade Footwear
and

Sole Makers of the Dr. A. Reed Cushion Shoe.

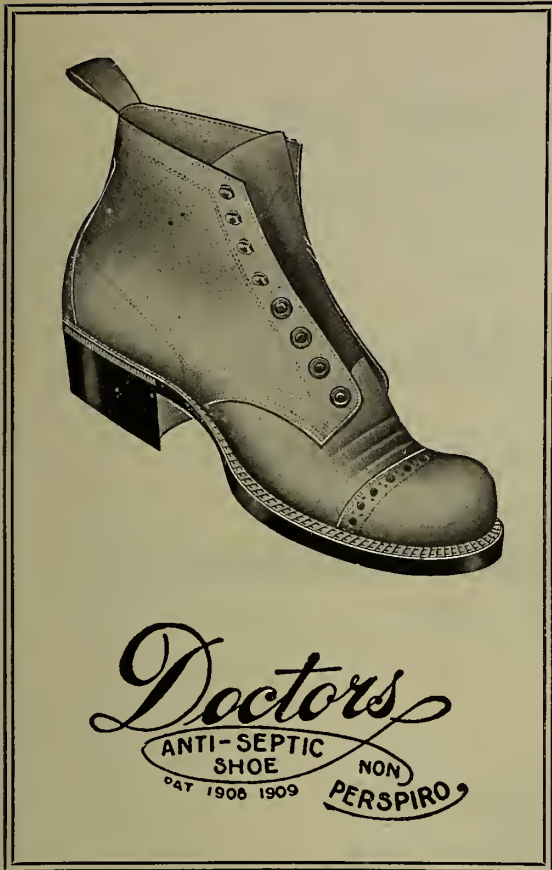
Sort Up Your Fall Lines

How's your Fall footwear stock? Is it in good shape to meet the coming business? You would be well advised to look it over now and see that it is complete so you will be in a position to satisfactorily meet the demands of your customers.

If you are out of any particular style or size; if in any way your stock needs sprucing up a little—just connect up with my big in-stock department.

You'll get good service no matter how small your order.

JAMES ROBINSON
182-186 McGill St. Montreal



Individuality as expressed by the Doctors Shoe

The DOCTORS Shoe is different to the ordinary run of shoes. And it's just this difference, this individuality that has made it a leader among men's shoes.

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 snug fitting, sensible shape that other shoes have sacrificed for freakish styles.

You'll find individuality a-plenty in the DOCTORS Shoe; selling it simply means meeting a demand.

STOCK THE DOCTORS SHOE

The Tebbutt Shoe and
Leather Co., Limited

THREE RIVERS - - QUEBEC

If it Bears This Mark



You Can Rely Upon the
QUALITY

**United Shoe Machinery
Company of Canada**

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Quebec, Que.

Montreal, Que.

122 Adelaide
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Toronto, Ont.

GET READY!

**Are you all set for Fall Trade
on Women's Goodyear Welts?**

**Have you considered where to get the
Best Woman's Welt in Canada
to sell at**

\$ 4.00

Have you bought

The VIRGINIA SHOE

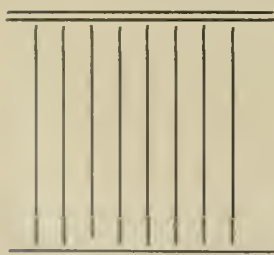
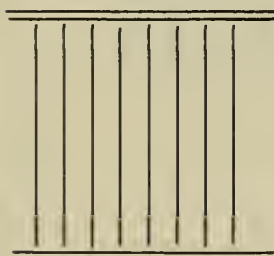
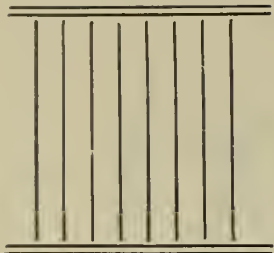
\$ 2.75

**We carry stock and have illustrated
stock sheet ready to mail to you.**

PERTH SHOE COMPANY Limited

Manufacturers of Women's Welts Exclusively

PERTH, ONTARIO



Union Shoes for Union Men

The retailer who meets the demand of every possible buyer in his town handles Union Stamp footwear.

Dealers who do not carry Union Stamp shoes are not soliciting their rightful share of the shoe business of their city.

The Union man will have Union shoes for himself and his family. He demands them and if he cannot obtain them will turn elsewhere.

To you, Mr. Retailer, who advertise Union Stamp shoes the tide of trade is turning.

You cannot afford to neglect the Union trade, and even the man who does not buy Union shoes merely because of Union principles recognizes the high quality of Union Made footwear.

You have nothing to lose and all to gain by carrying these shoes.

Let us send you to-day a list of manufacturers who make shoes bearing the Union Label and add a live selling asset to your business for the coming year.

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 the American Federation of Labor

246 Summer Street

BOSTON - - MASSACHUSETTS

JOHN F. TOBIN
General President

CHAS. L. BAINE
Gen. Sec. Treasurer

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

ASK YOUR FINDINGS JOBBER FOR



ARCH PROPS AND SPECIALTIES

For the relief of FOOT TROUBLES

A WORD TO SHOE DEALERS:—

DO YOU KNOW

we are the only manufacturer in our line who does not solicit business from Drug Stores and other PRICE-CUTTING concerns?

WE MANUFACTURE FOR THE SHOE TRADE

which we consider the proper agency for supplying the FOOT TROUBLED PUBLIC with Arch Props and Supports, Heel Cushions, Bunion Shields, Toe Strates, Foot Powder, and other products of our manufacture.

The Canadian-Arrowsmith Manufacturing Co., Limited
 Niagara Falls, Ontario, Canada

“Altera” Embossing Machine

built by the

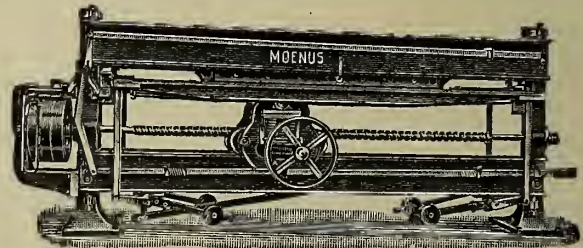
MOENUS MACHINE COMPANY, Frankfurt a.M., Germany

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.

Prince Charlie
 Beats the Band
 Roscan
 220 Rifle
 550 Rifle
 British Lion
 Hand Spiral Tag
 Johnstone
 Coolgardie
 Cannot be Beaten
 B.C.
 Warrior

BUY ONLY



Known
 as
 The Best
 in
 Quality
 Durability
 and
 Appearance

PATON'S LACES

Sole Agents for Canada

GEO. D. ROSS & CO.

Montreal and Toronto



**McDermott Shoes Are
 Their Own Sales Agents**

You get them off your shelves with a minimum of time and energy. Their good points are apparent at a glance, and once a customer wears them the initial good impression made is only intensified by use.

It pays to sell McDermott shoes for this and other reasons.

The McDermott Shoe Co.

Women's Shoe Specialists

Montreal





Profitable Lines for Summer Selling

from

The House That Can Supply
All Your Requirements

The Ames-Holden-McCready Line is so extensive that every retailer can pick from it shoes to suit his trade. In this line, however, we would at present call especial attention to our Women's Welts made to retail at \$3.50, \$4.00 and \$5.00.

Our Men's Welts at \$4.00, \$5.00 and \$6.00 have proven an especially attractive line for all classes of retailers. Our new \$5.00 line of Men's Calf Welts in particular has met with great demand.

In our In-Stock Department you can easily sort up from the majority of these lines at short notice, and our various lines of quick selling staples as well.

It pays you to do business with a house that can supply **all** your needs.

Ames-Holden-McCready

LIMITED

Montreal St. John Toronto Winnipeg
Calgary Edmonton Vancouver

Write Now to the Nearest Branch



SHOE & LEATHER JOURNAL

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TORONTO, JULY 15, 1914

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A Short "Talk" on Salesmanship and Shoe Fitting

A Salesman Must Have Confidence in Himself and Make Customers Feel at Home—Failure to Fit the Foot Properly Means Carelessness or Incompetence—Remove Customer's Shoe as Soon as He is Seated and Before Showing Any Goods

Written expressly for the Shoe and Leather Journal by C. ROY TEETZEL, Ottawa, Ont.

I do not like the word clerk, any person can be a clerk, but few can be salesman. Any person intending to follow the retail shoe line and be successful, must be a salesman.

Good Man is Easily Detected

There are salesmen and salesmen, and the moment I enter any shop to make a purchase, I can at once detect the kind of salesman who serves me, and also judge about how much salary he is earning.

It is not how much merchandise a person can sell, but the manner in which it is sold. This idea of securing a person's money, and getting him or her out of the store without giving value and fair treatment is a mistake. It is bad policy to sell a customer a pair of shoes, unless you are absolutely giving the customer a shoe that will meet with his or her requirements. Lots of shoes are sold to people when the salesperson knows that it is not just what that particular caller should have. My idea is to sell an article that will bring the customer back.

Another great feature is in making your customer feel at home. Naturally, one likes to deal at a store where they are made to feel that way. When once the public gain such confidence in a store, its success is assured, and naturally the success of the salesman will follow. To be successful one must be polite, obliging and friendly. The way to make friends of your customers is to be friendly.

Confidence and Diplomacy Play Important Part

A salesman must have confidence in himself, and not be easily overruled by such customers we sometimes meet, who in their own mind know more about shoes than the salesperson.

A certain amount of diplomacy has to be displayed when serving the public. One must be able to read human nature and different tact must be used with each customer. It is the selling to a stranger, or to one who is almost a stranger, that puts the salesman to the test. Therefore, the salesman, in order to understand people, must study types or classes. The salesman who imagines that others are always attracted and interested by exactly the same things that attract and interest him, is sure to go wrong sometimes. The retailing of footwear and the necessity of proper

fitting, makes it most interesting, particularly to the man (proprietor or salesman) who is always open to learn.

My idea is that when a fellow is young, that is the time to get out and combine the experience of different stores. This need not necessarily be of the unsettled kind, but of the ambitious kind.

Ability in Fitting the Foot

Do not ask for your size, ask to be fitted, This is a very good motto for every store to follow.

One of the essential qualities of a good shoe salesman is his ability to fit the foot properly. Failure to do so means carelessness or incompetence, and no one can hope to become a successful business man, who possesses either of these faults.

An ill-fitting shoe is an abomination. Nothing serves to disappoint or provoke a customer more. A patron may return to complain about the wear of a shoe, but if he is poorly fitted, he will generally go elsewhere the next time, and is lost to the house for ever. On the other hand, there is nothing that will win the confidence and friendship of a customer more quickly than a painstaking fit. A customer will return to the same store, and ask for the salesman who was so careful and attentive in fitting him or her.

The measuring stick should always be used, for the salesman can give customers the impression of being more careful in getting a fit by the use of a stick.

Method of Obtaining the Size

The salesman should always remove the customer's shoe, as soon as he or she is seated and before showing him or her anything. This is the first step in making a sale. Look in the customer's old shoe for the size and use the measuring stick at once. The salesman's judgment as to the size the customer should have, should be made as accurately and quickly as possible. A very good impression is made upon the caller, when the first shoe brought out is a correct fit, whether the style entirely suits or not.

Some people are afflicted with false pride about the size of the shoe they wear. If such customers wish to know what size they are being fitted with, I think it right to give the information.

Shoeman's Enterprise in Findings Line

For two weeks of the year the population of the town of Sussex, N.B., is increased to the extent of about 3,000 men. This year in the season in question there was an augmentation of 3,400 men, and there was an especial business stir about the town for, with this vast number to be catered to, it is but natural that there should be unusual activity. It is toward the last of June and the first week of July that the



W. H. PLUMMER, SUSSEX, N.B.

men are encamped at Sussex, the citizen soldiers of New Brunswick, and particular care is taken by the merchants to try to attract their trade during their stay.

To the shoemen of the place there is a splendid possibility of sales increase and promotion, and it is readily taken advantage of. There are not such a great number of shoes sold but the findings are in brisk demand. W. H. Plummer manager of the shoe department of the Sussex Mercantile Co. is one of those alive to the possibilities of adding to the receipts of mid-summer slackness through the medium of the big militia encampment.

Each year he puts in a special camp window. It is unique in the number of suggestions it makes as to wants to be filled, for a wide variety of articles is presented to the passerby, from a pair of two-cent shoe laces, to a pair of water-proof \$10 boots. Shoe-blackening, creams in tan and white, foot-easers, in-soles, boot brushes, polishing outfits, heel cushions, articles for the relief of corns, bunions, etc., and a seemingly endless assortment of other lines in general shoe findings were to be found neatly and attractively arranged on the floor of the window and on the shelves in the rear of it.

Mr. Plummer said that there was always a brisk fortnight during the stay of the more than three thousand soldiers in camp. The number of boots sold was not so greatly increased because when the men came from outside centers to camp, they were generally quite well equipped in this regard, but it could be reasoned out that they would either not bother, or else would forget to bring many smaller articles in the general run of findings. It was on these that a special effort was made to "boost" the records of the department at camp. "It is surprising, too" said Mr. Plummer, "what the small things amount to, and once a man comes in after seeing something in the smaller wares which he wants, in the window, or otherwise in search of it, it may

be possible to suggest something in the boot and shoe stock. An effort can be made to interest him, anyhow."

Veteran Shoe Manufacturer Retires

After a busy, strenuous life of over thirty years in the shoe manufacturing line, W. A. Marsh, president of the Wm. A. Marsh Co., Limited, Quebec, intends retiring from the active management of the Company. It may be said there will not be any change in the name of the firm, nor its capital stock, and the business will be continued on the same progressive and well established lines as heretofore. The only change will be in the list of shareholders and board of directors. E. P. Mullarky, who for several years has been the capable superintendent, becomes managing director. In regard to the W. A. Marsh Co., Western, Limited, Mr. Marsh has disposed of a portion of his holdings to Arthur Congdon, and the business will be conducted under the management of that gentleman, the name of the firm being changed to Congdon & Marsh, Limited. The reason of the retirement of Mr. Marsh from active identification with the shoe trade is that, for many months, his health has not been good, and he needs a rest.

Mr. Marsh is a native of Quebec city, where he has resided for the past sixty-six years and has built up one of the largest shoe businesses in Canada. He has always been a man, broader and bigger than his immediate industrial interests, for there is no one in the Ancient Capital who has taken a deeper personal interest in the welfare of its citizens and of the community. He has been president of the Quebec Board of Trade, president of the Quebec branch of the Canadian Manufacturers' Association, one of the life governors of the Jeffery Hale Hospital, director of the Quebec Bank and various other enterprises. Three years ago he was Moderator of the Eastern Association of Baptist Churches in Quebec, and a vice president of the Quebec branch of the Lord's Day Alliance. He has also taken a large interest in Y. M. C. A. work, and has supported every worthy cause in charitable and religious endeavors. He, however, leaves the manufacturing end of the big shoe factory in competent



WM. A. MARSH, QUEBEC

hands, for Mr. Mullarky has, by his executive ability and thorough insight into fine shoemaking, commanded wide attention throughout the Dominion, and under his direction, there is no doubt that the Company will maintain the same prestige and strength as in the past.

H. P. and C. E. Blachford, of the Blachford Shoe Store, Yonge street, Toronto, are spending a few weeks at Mazengah Island, Lake Rosseau, Muskoka.

You Are If You Are

IF your name is not in the directory at the entrance of the building, not printed on the stationery of the firm, and at the same time your brain and courage are directing the affairs of the Company, you are in reality its Manager and Director.

No decision of a committee, no painted sign, no gold lettering on the door can ever give or deny you anything that is really yours. What difference does it really make whose name appears on the stationery. The only thing that matters is the future—the opportunity to develop personal power, dignity and character, that neither man, nor type, nor ink, nor time can destroy.

If you are perturbed and vexed over your standing and position, over the size of type in which your name appears—remember some fine day when the wind is East, when you are quibbling and wrangling over things that do not really matter, and never can—someone, somewhere, who is at work—improving his mind, taking inventory of his moral and mental stock—will soon pass you along the trail.

You can never be Manager of anything or anybody by simply saying so—or by being appointed so. You can never be Manager of a department or a business by being elected Manager—you must be it. You are if you are, and if you are not, if you do not measure up to your job, no Directors' Meeting, no change in the Company's letter-head can change or alter the fact that you have failed.

Oh, I know Fame and Wealth are magic words, but you look back through the history you have read—down the list of names of noted men and women you have known—and, unless there was something substantial back of their dreams and ideals, what they really found after they had closed their hands over the rainbow of their fancy was an empty nothing—filled with unfounded hopes.

You cannot acquire position, fame, character and happiness by pursuing these things in themselves, but if you apply yourself to accomplish a certain thing because it is your life's work to accomplish it, your work will be followed by the success it deserves.

A boy with neither education nor experience—working for a salary of \$8.00 a week can set up your name in 36 point type, but only a few men in a generation set up the physical, moral and mental monument that makes the MAN.

Putting in Suitable and Striking Midsummer Window

Here are Two Sketches for the Proper Presentation of the Lines You Desire to Clear Out—Each May Be Installed at Small Cost—The Backgrounds are Effective and the Central Idea of "Saving" is Featured Strongly

Have you started your mid-summer sale? This is about the time of the year when retailers in many centres conduct a clearance of summer lines in order to make room for new fall goods. Some dealers begin about the middle of July while others hold off until August. The state of the weather, the condition of a man's stock, the kind of trade he has been doing, etc., must govern him in his decision. It is true that some footwear merchants never have a mid-summer sale. They say they do not believe in the practice and have other methods of getting rid of odds and ends.

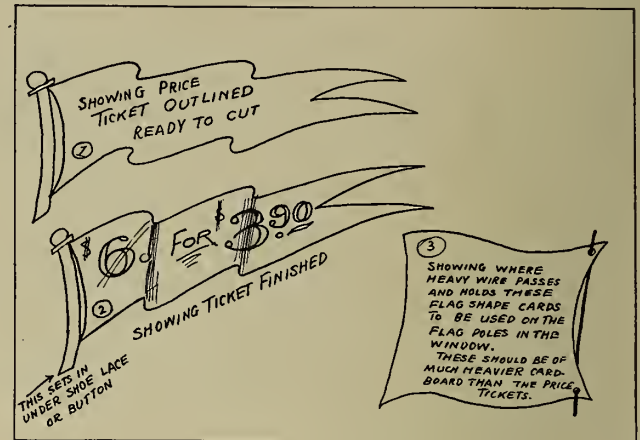
Whether the warm weather sale—call it by whatever name you like—is necessary or advisable—it is not the object of this article to discuss. The sale is an institution in many centres and evidently has come to stay.

The SHOE AND LEATHER JOURNAL in this issue presents some simple, practical suggestions for suitable windows of the mid-summer event. One is adapted for the city retailer and the other for the man doing business in a smaller centre. Try your hand in installing a window background of the character outlined here. Make your sale a "hummer" if you inaugurate one. A striking window display will materially contribute to that end.

For the City Dealer—The Cost, \$5.00

Three poles should be purchased with knobs on top. If the same costs too much, use square poles. A stiff wire should be bent and fastened from the top, and bottom. Before fastening, the flag shape cards (Fig. 3) already lettered should be put through. You will find that these will hold on

the wire on account of having to be bent. The poles should be at each end of the window, at the front against the glass.



The centre base, and step effect is cut out of three inch lumber and covered in felt or white crepe paper.

One of the poles as will be seen in the sketch, is fastened through this vase and the card with the word "sale" should be also put through the wire before the same is fastened. Another card of the same shape and almost as large as the "sale" card, should be nailed on the centre pole as in the



sketch, and could have wording or prices as the trimmer wishes.

Shoe should be shown either in pairs, with the window well filled, or on stands and pairs as the trimmer likes. A strip at the top with some kind of wording about a summer sale should be used against the glass.

This sale idea is exceptionally simple. Figures 1 and 2 in the small sketch show how to proceed to make the price tickets, a good opportunity for boys with small experience to do something as there is nothing difficult about it.

The cost would be about as follows if done by the employee.

Cost of cardboard:

| | |
|-----------------------------------|--------------|
| 2 20 x 40 sheets at 15 cents..... | \$.30 |
| 2 20 x 40 sheets at 15 cents..... | .30 |
| 1 20 x 40 sheets at 15 cents..... | .15 |
| Lettering paint..... | .25 |
| Poles, about 50 cents each..... | 1.50 |
| Felt, 3 yards at 75 cents..... | 2.25 |
| Wire..... | .25 |
| | <hr/> \$5.00 |

If crepe paper is used instead of felt, it would be about \$2.00 less.

If cards and tickets have to be made outside, I believe the whole bunch of cards and tickets could be contracted for about \$6.00 or \$7.00, bringing the whole cost, if crepe paper is used, about \$7.50.

Idea for the Country Store—Cost, \$1.00

Nothing more simple could be imagined and carried out than this idea for the small merchant, as it requires no skill or talent and the cost is nothing to speak of.

To make the \$ sign if possible, the trimmer should try to buy as large a sheet of cardboard as he can, or if he is in

lettered by a card writer, the cost should not be over 25 cents each. Counting the paint, the shoe idea shouldn't entail more than \$1.00. Only a little time is required and inexperienced trimmers should not hesitate. A child could carry out this idea with a saw, hammer, and pencil.

A New Version of Familiar Letter

Montreal, July 9, 1914

Dear Sir:—

Knowing that you are interested always, and open for an investment in Good Live Business Propositions, I take the liberty of presenting to you what seems to me to be the most wonderful business, and in which, no doubt, you will take a lively interest, and perhaps write me by return mail the amount of stock that you wish to subscribe for toward the formation of this Company.

The object of this Company is to operate a large Cat Ranch in Northern Ontario, where land can be purchased cheap for the purpose.

To start with, we will collect about one hundred thousand (100,000) cats, each cat will average twelve kittens a year. The skins run from ten cents (10c) each for the white ones, to seventy-five cents (75c) for the pure blacks. This will give us twelve million (12,000,000) skins a year, to sell at the average of 30c a piece, making our revenue about Ten Thousand Dollars (\$10,000) a day Gross.

A man can skin fifty (50) cats per day, at Two Dollars (\$2.00).

It will take 100 men to operate the Ranch, therefore, the net profit will be about Nine Thousand, Eight Hundred Dollars (\$9,800) per day after paying the expenses.

We will start a Rat Ranch next door and feed the Cats on the Rats.

The Rats multiply four times as fast as the cats. If we start with one Million rats, we will have, therefore, four rats per day for each cat.

And then we will feed the rats on the carcasses of the cats, from which the skins have been taken, giving each rat a fourth of a cat.

It will thus be seen that the business will be self-acting, and automatic all the way through, the cats will eat the rats, and the rats will eat the cats, and we will get the skins.

Eventually we will cross the cats with Snakes, and they will then skin themselves once a year, and thus save the cost of the men's wages for skinning them.

Awaiting your prompt reply, and trusting that you will appreciate this opportunity to get rich quickly, I remain,

Yours very truly,
(Sgd.) J. G. CATTARATT.

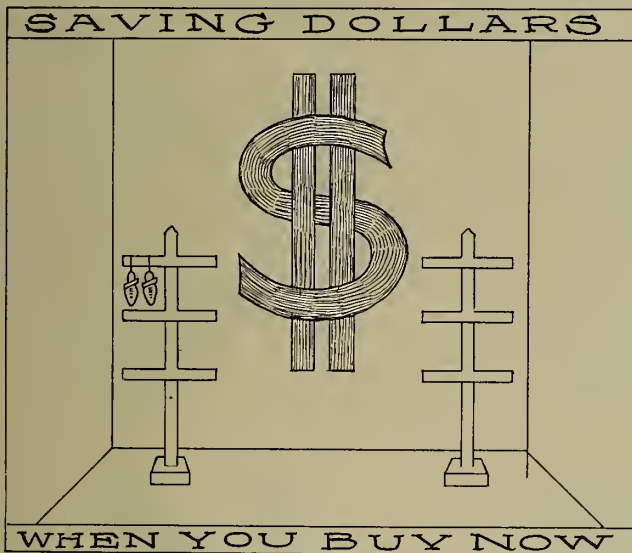
Some Leading Parisian Styles

The silk top shoe will supplant the popular cloth top for fall says a Paris correspondent. M. Rodier reports large orders placed by well known Parisian shoe houses for the heavy tete de negre and navy blue moire poplins, and tan and cafe au lait Ottoman silks. These fabrics, having been tested, are said to withstand the strain and are admirably suited for the elegant styles in footwear.

The high boots and pumps of navy blue leather are very fashionable at the moment for wear with tailored suits. With dressy costumes the tango slippers, with black satin vamp and black velvet upper are much in vogue.

The shops display, for summer, styles in linen and pique footwear; a novelty made up in the latter material is a slipper with a strap across ankle, decorated on one side with a small, colored, celluloid buckle.

The short vamp, round tread shoe or slipper continues to be popular with French women, and many American stores in Paris and Berlin have modified the long vamp shoes to conform to native taste.



a very small place, when he can't buy such, take a cover of a shoe case and draw out on it this dollar sign, and with the aid of a little key hole saw, cut out where outlined. The different pieces should be held together at the back with small strips, and if cardboard is used, small strips should be glued on the back, to hold the same in shape. If wood is used paint white, giving it two coats. The stands on each side, require very little explanation. Make them out of pieces of shoe cases and paint them white. Pairs of shoes should be suspended as shown in the sketch with clasp hooks, or if impossible to get same, use small wire.

Two paper strips, one at the top and one at the bottom against the glass on the inside, with wording regarding the "saving of dollars," should be made. If the same have to be



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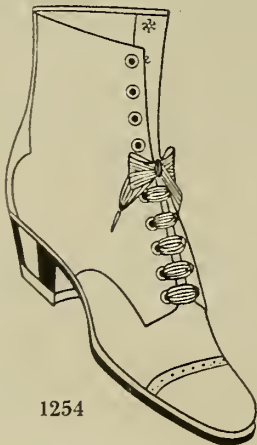
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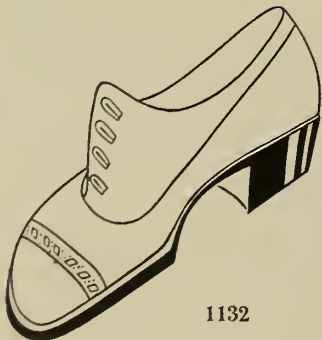
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Here are some shoe illustrations that will look well in your newspaper space. The supply is limited. 25c. each, or 3 for \$1.00. Cash must accompany all orders which should be by number only.

SHOE & LEATHER JOURNAL, TORONTO



1251



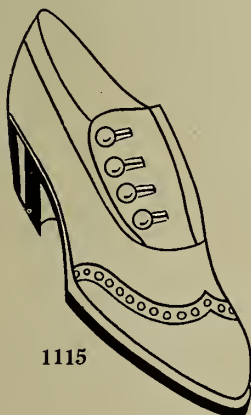
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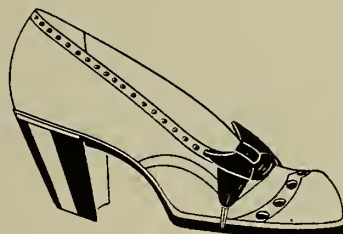
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1177

Brighten up your summer advertising. There is nothing that will make your ads so effective as neat newspaper cuts. Any one of these shipped to subscribers for 35c., or 3 for \$1.00. Order by number only.

SHOE & LEATHER JOURNAL, TORONTO

What is the Goodwill of Your Business Really Worth?

Goodwill Is the Reasonable Expectation of Future Patronage Based on Past Satisfactory Dealings—Its Value as an Asset and How It Can Be Built Up—Monopoly Does Not Compel Trade

"George," said his mother to her small boy, "here's a penny. Run down to the grocery and get me a cake of yeast." After the digressions and diversions characteristic of small boys and just within the limit of tolerance, George returns with the yeast. "Where have you been?" says his mother with the accent on the have. "You've been gone twice as long as you should have." "I went to that new, shiny grocery on Main street," says the boy. "What possessed you to go there? Don't you ever do such a thing again. You know we always trade at Johnson's."

Mr. Johnson's continuance in business depends on George's mother, and others like her who "always trade" with him. This collective friendliness is good will.

Most people approach good will from the wrong end. It is commonly thought of as a thing to put into appraisals and bills of sale as an excuse for an issue of watered stock—a catch-all to pad a schedule of assets. As a matter of fact, however, it is a thing which concerns almost everyone. We are, all of us, as individuals, constituents which go to make up the good will of those with whom we trade. If we are manufacturing or jobbing or shopkeeping for ourselves, we have an opportunity of building a good will of our own. If we are employees we are instruments in the creation of good will for our employers.

It Is an Elusive Element

As with all intangible things, good will is hard to place mentally. Like reputation, popularity and friendliness, it is so elusive that there is little wonder its value and its very existence are so frequently ignored. Like character and reputation in an individual—the things which enable anyone to associate with his fellows—good will, is what perpetuates a business.

Good will is that which makes to-morrow's business

more than an incident. It is the reasonable expectation of future patronage based on past satisfactory dealings. Promiscuous and casual customers or clients do not pay the profits. Those who come regularly do. These persons have found the dealer trustworthy, his goods of high quality, his skill and knowledge commendable. They have been satisfied with the treatment they have received in the past and loath, in the absence of some reliable recommendation or special circumstance, to risk transferring their custom to another. It is this hope and probability that keeps a business going and gives it a selling value above that of its leasehold, equipment and stock.

"The only proper significance of the word," says Professor Parsons, "must be that benefit or advantage which rests only on the good will or kind and friendly feelings of others. It is, after all, nothing more than a hope grounded upon a probability."

But to lump into the one item of good will all the trade expectations of a business where people must of necessity buy, is inaccurate. The railway lunch counter, the exclusive cab or baggage line, the gas, electric or telephone company and the street car company expect continued patronage, but this anticipation arises chiefly out of the public's necessity not from their choice. It is scarcely an advantage obtained through long continued business or good service. The enforced absence of competition is, of course, a valuable thing, and is frequently called and appraised as good will; but it is not good will properly speaking. It is not a voluntary preference of one trade over another. The public has no alternative.

Even Monopolies Value Good Will

But monopoly may not compel trade. In the case of a railway dining car the passenger to whom the conductor



SOME ATTRACTIVE LABELS OF ENTERPRISING CANADIAN SHOE RETAILERS

has been uncivil may choose to go hungry rather than risk repetition.

Even the concern with trade expectations that depends on monopoly is, however, coming to recognize the value of true good will. Its public, if untactfully treated, will go without, will accept a makeshift, will make selling more difficult, franchises precarious, regulation oppressive. To cultivate a genuine good will asset, to demand respect for all the observances which build up true friendliness—has a place, therefore, in the enlightened policy even of a business that excludes competition.

This division suggests also a method of clearing up some of the confusion that exists in the appraisal of good will and trade names. To split away and separately value the monopoly factors of trade expectancy is perhaps the first step in estimating the worth of true good will. To eliminate from the computation first the continued expectancy of business of those who return because they must and leave as the basis of real good will the probability the continued patronage of those who return because they choose. On actual friendliness—the hope and probability of future trade due to past satisfaction, it is then possible to estimate (1) the prospective rate of profit, (2) the probable endurance of this friendliness, and hence, (3) its capital value. Necessarily, however, even with the closest study of the history of a business to be bought or sold, the good will item is uncertain because of the questions that arise regarding its transference and because good will is so sensitive to the effects of every house policy and every attack upon it from without.

Built by Friendliness and Tact

Many concerns have built up assets of good will in a remarkably short time by definite methods of friendliness and tact, just as some salesmen have made themselves solidly popular in a short time by a card follow-up which enabled them to fit in with their prospects' hobbies and to avoid controversial subjects. It is suggestive, if nothing more, for the heads of a business to consider (1) the classes whose good will of one sort or another is important; (2) the chief points of contact with each of these groups. Under the first heading, instances are readily at hand where firms prospered or lost through the good will of the body of consumers to whom the product is sold, the general public which in a social way expresses its friendliness to or distrust of every business and perhaps of others from whom capital, support, supplies or transportation must be sought.

The Main Points of Contact

Among the good will points of contact—the experiences from which those who view a concern externally draw their ideas of a business, the most important probably are:

1. Advertising.
2. Personal contact.
3. Service and deliveries.
4. The product in use.

When an ordinary person decides to make a purchase or a dealer plans to lay in stock, in almost every instance he must make a choice between several articles, individuals or establishments. Usually he has some past experience as a background. Of two haberdashers with whom he has traded before, a man returns to the store of which he has the pleasantest recollections. He is not inclined to experiment with a third without reason. He recalls, perhaps that at one store, when he asked for a "union suit at about a dollar and a half," the salesman intimated by his manner that people of respectability never pay less than three dollars for such a garment. That or some like experience has left an unpleasant impression, so he goes to the other store. Here he is greeted by name and shown exactly what he asks for, which involves the implied compliment that he knows what he wants.

It may be the height of salesmanship to sell a man who wants a dollar and a half union suit, one costing him

three dollars. If in so doing, however, the customer is made uncomfortable, he gets even in the only way open to him—he does not come again. The store has lost his good will. Palpable effort to make a customer spend more money than he intended is dangerous to good will.

A big suit store has recently faced the same danger. The store was a plain, unpretentious looking place, where a man with only fifteen dollars to spend for a suit, felt as good as the firm. He was a patron—not a petitioner. He bought—and what is more, he came again. Consequently the store built upon a large twelve-to-fifteen dollar suit trade. The profits from this great middle class and its good will finally enabled the proprietor to put up a new building. He built in the immediate neighborhood but of granite, with plate glass and gilt chandeliers, carpeted floors and mahogany fixtures. But the twelve-to-fifteen dollar trade has not followed to the new store. The man with twelve dollars to invest in a new suit does not feel at home in such a place. From the looks of it, he judges that he will be expected to spend more. The sales record of the new shop was not long in showing the absence of one great sustaining class of its trade. The new store has unwittingly made itself unpleasant for the twelve-dollar man and lost his good will.

Another seasoned merchant saw this danger to good will in time. When he got ready to put up a new building, his architect suggested something with marble columns and elaborate fittings. "No," said the merchant, "I have made my money selling plain things to plain people—I do not want to scare them away." The new store he erected was plain, practical, convenient; and it retained the good will of its trade.

Index of a Valuable Asset

The expression occasionally heard, "they are nice people to do business with," is more than an empty compliment. It is the index of a valuable asset, and just as such an expression spreads good will, ill will also multiplies through unfriendly word of mouth. Smoking car gossip sends many a guest to a particular hotel and keeps many away from their intended patronage.

To remember names and call people by their own is as subtle a compliment as one can pay another. People who are not fugitives from justice like to go where they are known and recognized. They like to have their tastes and peculiarities remembered by those with whom they come in contact. This point of contact, wherever it may occur, is where good or ill will is chiefly made. It may be in correspondence—many a customer has been lost by a complaint letter which in attempting to be firm was only unreasonable, or in attempting to be vigorous was merely offensive.

Good will is business health. In an individual anything that lowers resistance invites disease. In a business an impaired good will encourages the attack of competition.

A shop which burned recently, announced before the fire was out that a new stock had been ordered, a salesroom conveniently near leased, and arrangements made to care for trade on the following morning. Probably the shop keeper felt it was unwise to have an interruption of his business, as of course it was, but the danger lay in forcing his customers, even for a few days, to trade at other stores with the possibility of acquiring a permanent habit on the part of some of them of continuing with the other shopkeepers—of having their good will transferred—their affections alienated.

How the Public Judges

The public is unlikely to distinguish between the professional and the personal acts of a proprietor, and is almost sure to judge all parts of a business by the one service or blunder which they first became acquainted with a house.

(Continued on page 26)

Waterproofing Shoe Bottoms

"There is no better scheme, my boy, to make a waterproof bottom shoe, than by the insertion of a bladder between the soles," said an old custom shoemaker to the writer. This may have been all right once and perhaps it is now, but modern shoe findings firms have substituted many artificial materials for the natural ones that answer the purpose fully as well and in many cases are much better, besides being much more convenient, as a rule.

There is on the market to-day a thin sheeting of skin-like fibre which is absolutely waterproof and which can be inserted between the soles, covering the bottom and protruding at the edges. It is so thin that it does not interfere with the setting of the edge, but can be discerned at close inspection and is, therefore, a big talking point for waterproof shoes. Nails will not interfere with the wearing qualities of this material, as rust will not eat in as it does into leather.

A rubber sheeting will not answer this purpose, as rubber will cause perspiration, many people believe, no matter how far distant it may be placed from the feet. We live in an age of rubber soled shoes, and these are the best for waterproofing and cushioning the buttons.

Repairers should bear in mind that the cushion shoe bottom is very popular and will be demanded, even in the repair shop. Remember the story of the man who foresaw the coming demand for kid shoes and made a fortune before the other fellows woke up. The best cushion is made from small pieces of woolens; it means a bottom that will wear, yield, and spring.

Put Whole Soles on Shoes

In the caricatures which we see frequently in the newspapers, representing the man from the country or some prominent man in the role of country "Rube," have you noticed that the shoes are invariably heavy, coarse, hob-nailed affairs, that have been half-soled at least once? says the Shoe Repairer and Dealer.

Extravagance in clothes is characteristic of the present generation. The up-to-date person must have new shoes or shoes that when repaired look like new shoes. The old method of half-soleing will not do to-day any more than the fashionable squeak of the new shoes of former days which the wearer was so proud of would be tolerated to-day.

There is less money for the repairer in half-soleing and less satisfaction to the wearer, so why the half-soles, Mr. Repairer?

The following if made up in the form of a sign and hung in the repairer's shop might furnish food for thought:

**Don't Do Things by Halves. Even when
you kick, put your whole sole Into It.**

Encourage the customer to get a complete and satisfactory job at a better price. Show him that he is not getting a patched looking old shoe repaired at a cheap price, but for a little extra money, is getting a new pair of shoes for the price of a good repair job.

It is in little ways that big fortunes are made. The difference in half-soleing and whole-soleing will mean a good deal in a year's time. So put on all the whole soles you can.

Abolish the Word "Niggerhead"

The friends of J. W. Matzeliger, inventor of the consolidated hand method lasting machine make the request that the word "Niggerhead laster" be dispensed with in designating this machine.

Entirely aside from the fact that this wonderful machine deserves a more dignified appellation, the name is, it is said

by his friends, a misnomer inasmuch as Mr. Matzeliger was not a negro but a native of Dutch Guiana.

The name "Niggerhead" was first applied in derision of the idea that it was possible to produce a machine to do the work of hand lasters and the fact that Matzeliger, in spite of poverty and the sneers and ridicule of his fellows, was able to demonstrate to practical machinery builders and capitalists that his device had merit, is a compliment to his ability that deserves a better reward in history than a derisive title which has its origin in the belief of the impracticability and ultimate failure of his idea.

All those connected with the shoe industry, and especially practical shoemakers, no matter what their attitude is toward the machine, should assist in removing the stigma of failure and ridicule from his memory by applying the more dignified name of Hand Method Lasting Machine to his invention and forever drop the name of ignominy and ridicule. Mr. Matzeliger was a man of excellent character and habits.—American Shoemaking.

Stitching On Rubber Soles

If you can do that as it should be done, you are wiser than many shoe manufacturers who are striving to do so like a fly trying to get off sticky paper.

The needle and the awl of the outsole stitcher stick at every stitch, which means very slow speed and very poor workmanship. The stitches are not tight as a tight stitch cuts through the sole, and loose stitches carry a lack of uniformity which is much despised at outsole stitching. The stitches must be three or four to the inch and so summing up, we find that shoe manufacturers, as a general rule, do not care to bother with rubber soles, and many people who could afford to pay the price, refuse to buy rubber-soled shoes that are half stitched on, especially in the shank.

So far nothing really interesting has been said, as we are already aware of all the objections herein mentioned, but the writer was not aware until a few days ago that all troubles were a thing of the past with a particular rubber sole.

This sole is mostly pure rubber combined with leather fibre at the time of the moulding. The process enables the outsole stitching machine operator to put on as many as ten stitches to the inch. The soles are yielding, non-slipping and wear longer than pure rubber soles. The writer has seen the soles on one person's shoes nearly half worn down and was surprised to note that every stitch held as solidly as when first set in. The seam was tight and no part of the sole was cut in by the thread, in fact, the seam was so tight that the centre of the bottom was bulged out a bit over the plane of the outsole seam.

What is the Goodwill of Your Business Really Worth?

(Continued from page 25)

Good will conservation through correct and diplomatic house policies is a problem as big as the business itself, but it can be definitely approached by listing the classes whose good will is important to you and then examining your policy at every point of contact with any of these classes.

The cultivation and conservation of good will as an asset requires the adoption and use of means by which it may be fixed in the mind of the public. This means once established must be protected from policies originating within by which its virtue as an identification and a symbol of good will may be impaired, and from assaults from without by which its value is sought to be unfairly appropriated by others.—Edward S. Rogers, in "System."



HOW "MARBLE DAY" DREW A GREAT CONCOURSE OF JUVENILES IN FRONT OF YARMOUTH SHOE STORE

"Marble Day" Blocked the Streets With Youngsters

Novel Publicity Scheme of Yarmouth Shoe House Which Proved Highly Successful—How the Event Was Advertised in the Schools—Five Hundred Bags Were Given Away—A Live Firm in the Maritime Provinces

Marble Day! Look at the great crowd of youngsters gathered in front of the shoe store. Did you ever see such a swarm of juvenile humanity? See how the street is blocked with the shouting throng of urchins, washed and unwashed! What is it all about? What has proved the magnet to draw the kiddies from far and wide? Just Marble Day!

This proved to be a decided novelty in the way of advertising, which was inaugurated by Porter and Robbins, Yarmouth, N.S. The firm consider the event was a decided

miles in the country. A few failed to secure a bag of marbles' as the event turned out to be a much more attractive one than the firm had estimated. For a week after, all the youngsters in Yarmouth and vicinity were playing Porter and Robbins marbles and their seniors laughed heartily at the rush made to get them.

The total cost of this novel publicity plan did not exceed \$30. "We think it was money well spent," said a member of the firm, "and would go well for another year or two. Business with us is fine, although money is a little tight at present."

Porter and Robbins have been in business in Yarmouth for the past nine years, having a fine store in the Studio Block. The members of the firm are Leslie T. Porter and J. J. C. Robbins, who have had many years of experience in the footwear game. They have worked up a solid, substantial, family trade and are among the brightest and most alert shoemen in the Maritime provinces. They certainly make a strong team, and pull well together, having been personal friends for a long time before going into partnership. Each clerked for several years for S. A. Crowell in the shoe department.



AN INTERIOR VIEW OF THE STORE

success, first, because it was novel, and second, because it made a hit, with both old and young.

The plan was advertised in the local papers and on the morning of the day in question dodgers were circulated in all the town schools. Fully an hour before the time of distribution, the main thoroughfare of Yarmouth, was literally blocked. Porter and Robbins opened their doors to the boys at 4 p.m. sharp and at 4.15 they had given the last of 500 bags of marbles away. There may have had 600 children in the group, as some came from the schools several

Have You a Good Mailing List?

As has been said before, the value of a good mailing list can hardly be over-emphasized. It must, however, be kept fresh and up to the minute. Even though you should mail circulars under one-cent postage, send some matter occasionally with a two-cent stamp in order to verify the accuracy of your names and address.

Many shoe merchants keep names of every person who buys shoes, and this record includes also the date of sale and the size and style of the shoe purchased. This gives the shoe merchant information that is invaluable—a mailing list which, when it attains a respectable size, he would not part with for any sum.

Every shoeman should have a complete series of form letters to be sent out to his mailing list:—one form following up dissatisfied customers; another following up persons who have not made purchases for some little time; still another following up these letters.

New Position for Mr. Hayward

H. K. Hayward, who has been appointed superintendent of the Blachford Shoe Manufacturing Co., Toronto, makers of women's welts, has had a thorough and extended experience in the manufacturing line. Born in Peterboro, Ont., he secured his first job with Utz & Dunn Co., Rochester, with



UNITED SHOE MACHINERY CO. GROUP

when he spent seven years on Goodyear welts and turns. He was then with Friedman Brothers, St. Louis, Mo., for some time, after which he took a position in the American Lady factory of the Hamilton, Brown Shoe Co., St. Louis, which has a capacity of 4,500 pairs a day. Mr. Hayward was foreman of the ladies' turns and McKays. He then joined the United Shoe Machinery Co.'s staff with whom he remained ten years, starting in St. Louis and being transferred to Boston and Lynn. Later he was in the Montreal office for two years and in the Toronto office for six years, in the Goodyear department. After leaving the United Shoe Machinery Co., he spent a year in charge of the ladies' welts, turns and McKays with Getty & Scott, Galt. He has many friends in the trade, who will wish him every success in his new position, on which he brings to bear intelligence, application and a splendid knowledge of good shoemaking. Mr. Hayward is seen in the rear of the picture on the left. Others in the group are:—Standing—Ed. Palmer, U. S. M. Co., Amherst, N.S.; Art Coleman, U.S.M. Co., Montreal; William King, U.S.M. Co., Montreal. Seated, from left to right are—Theo. Hawley, formerly U.S.M. Co., Montreal; Tom Scott, superintendent U.S.M. factory, Montreal; A. Berube, U.S.M. Co., Montreal, and H. W. Algeo, U.S.M. Co., Montreal.

Become a Specialist in Shoes

"The reason I am where I am to-day," declared the sales manager of a leading shoe manufacturing concern, "is that I have studied footgear all my life. I do not say this vauntingly, but a good many fellows wonder how I have got on so well. I read practically every trade journal that I can get hold of. I keep closely in touch with market conditions, style tendencies, new processes, labor saving devices and, in fact, everything that has any connection, either immediate or remote, with the production of a shoe. I have been called a — fool for devoting so much of my time and attention to shoes, but I get so I love them. I know each one, even down to its finest details. In fact, I have thought out all about materials, patterns, lasts and models long before any of them have taken definite shape. All this has not

been brought about without a good deal of study and self denial. I may say that I know nothing about Longfellow, Dickens, Shakespeare, Shelley or Milton. If you take me out of the range of my own business, I am lamentably ignorant, but in the realm of shoes, noting their fine points, their distinctive lines, their useful curves, their attractive characteristics, etc., I do not think I can be surpassed by many.

"The trouble with most people in the shoe business is that they have a merely superficial knowledge, and only a moderate acquaintance with values. They do not 'get down and get under,' as the old song has it, and the young man who does this is the one who is going to make a signal success in the trade to-day. You cannot possess too much knowledge about the line which you handle.

The really competent man—the one who possesses something in the way of insight, experience or inherent appreciation that the other fellow has not—is the one who forges ahead in the selling game to-day."

A Choice Range for Spring

The spring samples of Clark Brothers, the new shoe manufacturing firm of St. Stephen, N.B., are right up to the minute in fit, finish, style and workmanship. The firm have seven new lasts, most of them being of the conservative type, while one or two have recede toes and carry short vamps. Clark Brothers make imitation Goodyear welts and in the high cuts is seen a representative selection in patent, gun metal and kid, many having cloth tops and others fancy brocade quarters. Cuban and spool heels of 15/8 height are seen. In the shoes the best oak sole leather is used, also oak inner soles and oak counters, while for topping full grain matt calf is employed by this progressive firm, who maintain that their shoes possess all the comfort, wear, style and workmanship of Goodyear welts. A fine line of colonials and pumps was also displayed in all colors of suede, patent, gun metal



JAS. T. CLARK, ST. STEPHEN, N.B.

and a few tans. James T. Clark, sales manager of the company, was in Toronto last week showing the line and is now in the West visiting the jobbing trade in Winnipeg and other cities. He reports business as being very good and the trade enthusiastic over his up-to-date samples.

What Opportunity Has the Shoe Clerk to Advance?

If He Takes an Interest in the Business Other than Merely Waiting On Customers, Studies the Boss's Methods of Running Things and Managing Help, and Learns to Analyze the Reason for What is Done and What is Not Done He Has Every Chance for the Future

THE THREEFOLD CHANCES

First, in the store he is in, whether a big or little shop, where advancement is always possible with intelligence and perseverance;

Second, in the fast-widening field of department store shoe selling, where varied selling experience of the specialty-store type is required;

Third, as manager or buyer for shoe stores and shoe departments where a well-grounded knowledge of the shoe business is the first requisite.

"I'm going to quit! Going to get out of here and look for a better job!" This came in explosive English from the clerk whose station was nearest the street entrance—next to the head clerk's station of the most exclusive shoe store in town.

The remarks were directed to the world in general, but the head clerk was the only part of the world within earshot. He was a sensible, clean-cut looking young man—as, indeed, was the complaining one, so far as that goes.

"If a man sticks around a place like this very long, he'll never get anywhere. That's the way I've got it doped out."

Then a customer came in, and the soliloquy stopped for the time being. The customer was a pleasant young person, chic appearing, well-bred and soft-voiced. She was soon fitted and took her departure with a pleasant "Good morning!"

Interesting Work After All

"Well, I would like to wait on about fifty like her every day. She buys good shoes and knows what she wants. She's a regular customer of mine, too." This to the head clerk.

The head clerk smiled understandingly. "I thought you didn't like the shoe business. You just said you were going to get out and go where you could get somewhere."

"Well, I am, but that isn't any reason why I should not appreciate a good customer, is it? It is the lack of opportunity that bothers me. Where is a man going to land selling shoes in a burg like this at seventeen dollars a week? Tell me that."

The head clerk changed his smile of amusement to a serious expression. He straightened his collar and looked directly at his discontented confrere.

The Head Clerk's Homily

"Al right! I'll tell you. It's about lunch time. We'll go down to Barney's cafe together. And I'll tell you—and glad of the chance."

So they went to lunch together, the clerk who liked good customers and the head clerk.

Barney's was a cool, quiet place and the food was good. There were secluded tables for two. The two shoe clerks sat down.

"You want to know where you are going to get finally, eh, if you stick to selling shoes for the boss?"

"That's just it. Where? I'd love to know, Mr. Head Clerk." This last was muffled somewhat by a goodly spoonful of Barney's delicious cream of celery soup. "I'd love to know just where I am going to land."

The head clerk leaned forward. "You can land at the head of a big shoe department somewhere, or as the manager of a big city shoe store. That's where. But it depends on you."

The clerk laughed in mild derision. "Ha, ha! That's what the boss told me three years ago. But I'm still a shoe clerk and still getting seventeen every Saturday."

"Do you know anything about the shoe business?" said the head salesman.

The Actual Conditions

"Anything about the shoe business!" exclaimed the clerk. "Why, what do you mean? I—"

"Oh, don't misunderstand me. I know you understand selling shoes. But do you know enough about shoe merchandising to manage a store or a shoe department? Could you honestly assume the responsibility of buying and supervising all the essential details necessary to make shoe selling profitable?"

"Well I don't know about that. I have never had a chance to try it."

"Then I am going to tell you something about your opportunity. Listen!"

The clerk listened while he ate his lunch. The head clerk ate and talked.

"It isn't likely that you will ever get a chance to try it until you are capable of doing it. It's up to you to acquire the knowledge."

"It is true that you get only seventeen dollars a week, and there may not be a great chance to advance there; but you couldn't have a better opportunity to prepare yourself for that better job somewhere else when that better job comes. This is a small city, you must remember—only twelve thousand. But the people here have money and they have good taste. They are discriminating customers, the kind that develop good clerks."

More Than a Salary

"The boss likes you, and he likes your work. Seventeen dollars isn't his limit for you, either, if you stick. And, anyway, that isn't so bad for a town like this. And you are getting something besides money, too. Don't forget that!"

"What is it I'm getting?" queried the clerk.

"You're getting shoe experience you could not get anywhere else. We are in a good store, where good goods are sold. We have a shrewd business man as a proprietor. He knows shoes. He knows shoe selling. He knows shoe buying. He is a fine trainer to work under."

"Yes, I know all that. But—"

"Just wait a moment! Do you know that more and more stores—department stores and dry goods stores—are putting in shoe departments? Do you know that good buyers and managers are hard to get? The kind that know stock from A to Z, and that can buy, sell and manage; the kind that have had the all-around training you and I are getting? And do you know that as fast as a buyer makes good in one store he goes to a bigger one?"

"No, I did not know that."

"Well, it's true anyway; more true in the shoe business than in any other line—positively. And that is the reason why you should take a broader view of your job. Take an interest in this business other than merely waiting on cus-

tomers. Study the boss's methods of running the business and managing help. Learn to analyze the reason for what is done and what is not done.

Do You Know the Business ?

"It is a well-known fact," continued the head clerk, "that many department stores are willing to put in shoe departments on a commission basis, feeling that they do not know enough about the line to make it go themselves. There, you see, is a good sign that shoe men who know the shoe business are in demand."

"That would please me fine to put a shoe department in a big department store on commission. I'd like that."

"Yes, I know you would like it. But wouldn't you like it better if you could be the well paid and responsible buyer of shoes for a big store? You would not only get a salary, but you could earn a big yearly bonus by making the department pay."

"That sounds all right, too. Where can I get a position like that?"

"That I don't know. If I did I'd take it myself. I know I could hold it," said the head clerk.

"And I could take your job, I suppose?"

"Yes, that would be advancement wouldn't it?"

"Yes."

What Makes for Experience

"Then the next department buyer job that loomed up you could take. But neither of us could buy for a big store until we can buy for a little one—the kind we are in. It is waiting on customers like the one you fitted before lunch that makes experienced shoe men of us."

"Yes, sir, you're right," said the clerk. "It looks like a good field. What time you got?"

"It's one-thirty. We must be moving back toward the store."

Paul, the waiter, smiled at the tip he found on the side of the table where \$17-a-week clerk had sat. It was a generous one. The kind that only a contented, ambitious clerk would give a good waiter like Paul.

The shoe clerk who loves his work and knows shoes has a big opportunity ahead of him. All he needs to do is to fill his present job so full that he overflows it.—The Dry Goods Economist.

John T. Clark, of Clark Brothers, shoe manufacturers, St. Stephen, N.B., was in Boston last week attending the Shoe and Leather Market Fair, for several days.

Some Artistic Spring Styles

The Perth Shoe Co., Limited, have turned out an exceptionally fine line of samples for the spring trade. The range is by far the most representative and snappiest ever produced by the company, who specialize on women's welts exclusively. Four new lasts have been installed, one being a stage last and another has the moderate recede toe, with medium vamp. In low cuts, the showing is exceptionally strong, Cleopatras, Colonials, and pumps being seen in patent, gunmetal, kid, suede, etc. Brocade and cloth quarters are also in evidence. A variety of ornaments is shown in oxidized buckles, rhinestones, cut steel, silver, celluloid, leather filled and silk bows. Heels on the low cuts are inclined to be a trifle higher, from 14-8 to 16-8. Spool and Cuban are shown, and something decidedly new is seen, and is catching on remarkably well. It is known by the firm as Konkave Kuban or "K.K." heel. In high cuts, there are receding toes and medium vamps, together with a short stub toe. Patents are, of course, leading, with gunmetal a close favorite. Toppings are of cravenette, cloth and fancy brocades, as well as matt calf and matt kid. The whole quarter effect in fabrics is still displayed and is taking fairly well.

A decidedly snappy shoe is shown on a new last for growing girls, which has a fairly wide round toe, and very graceful lines. Soles are light and edges close trimmed. Plain toes appear to be meeting with a large measure of appreciation. For elderly women, the company are putting out a new shoe, known as the Cushion Comfort, which has a wide full toe, with cushion insole and is very flexible. It comes in kid and other leathers. The line was shown in Toronto and other western Ontario cities last week by G. H. Ansley, salesman of the firm.

Read Your Trade Paper

The man who is so burdened with work that he is unable to read his trade paper is in a rut. The chances are that man keeps his subordinates busy watching him demonstrate how to do all the work. The business man of to-day, the man who is forging ahead in the race for commercial success, is the man who keeps up to the minute—the man who studies the latest and most advanced ideas and applies them to his own business.

Once in a while we meet the man who says, "My desk is so littered with magazines and papers I can hardly pull down the curtain." That man is not the dictator of his own conscience. He knows that somewhere in that pile of literature there is at least one or two mediums worthy of his attention and the SHOE AND LEATHER JOURNAL is one.



Some examples of Parisian styles showing man's oxford with fancy foxing and cloth top and a woman's patent leather slipper with five strap effect, fancy perforation and cloth inset giving a collar effect.



Advantage of One-Price Selling

Someone contending for better business methods says in "Everybody's" that a federal law allowing all manufacturers to stipulate that their produce shall be sold at retail at a given price, no more, no less, would do much to improve things alike for buyer and seller. He says that a one-price article like a dollar watch, for example, known all over the country for what it is, is a stable product. It would be bad policy for any maker who has succeeded in establishing a one-price article to try to cut prices in competition with others. He reckons what it costs to make and market his watch, or breakfast food, and then he charges the consumer a just amount. When this price is cut by a dealer the dealer makes it up by overcharging for something else in his shop. Cutting prices is only worth while to the tradesman when he succeeds thereby in selling other things to the buyer who comes for his bargain sales. Now he must make up on the other things what he loses on the cut-price article. This means that people who buy the other things and not the bargain are helping pile up the shoeman's profits at their own cost.

Honesty means that a thing is sold for what it is worth, so much, and no more. What it is worth may depend in a sense on what the buyer is willing to pay, but not what he is forced to pay. In an open market, where there is free competition, the buyer may take the good article at a high price or the poor article at a low price. To put a high price on a cheap article is a sort of dishonesty which in the end betrays itself. People discover that the thing is not good. The name of the maker on any product may stand for substantial value and in time the buyer comes to know that he is getting what he pays for. If the middleman puts up the price of the established product because it is sure to sell he exposes the manufacturer to eventual loss when some other maker begins to make as good things at a less price. From every point of view, one-price articles are best, alike for manufacturer and consumer, and they will be found to be so for the middleman when one price gets firmly established.

It may be argued that dealers near the manufacturers profit more than those who sell his putout at a distance. This difference may rightly be divided between maker and middleman. The manufacturer gets his larger profits by the sales nearer home and the dealer gets his from other products that he buys nearer home. Meantime all these products by this system would be sold to the consumer at the same price all over the country.

Memorial to Sir Henry Trickett

There was a great demonstration of public enthusiasm recently at Waterfoot, near Bacup, on the occasion of the unveiling by Hon. Lewis Harcourt, M.P., of the memorial which has been raised to the memory of the late Sir Henry W. Trickett, J.P., the founder and head of the great slipper firm of Sir H. W. Trickett, Gaghills, Waterfoot. The directors of the firm and the workpeople of the three mills, numbering about 1,300 to 1,400, belonging to Gaghills, Globe, and British Quilting Co., Waterfoot, subscribed to the memorial, which is in the form of a public clock, a bronze bust of the late Sir Henry Trickett, and a commemoration tablet, the whole being erected into the front of the building over the entrance to the Trickett-arcade at Waterfoot, the entire memorial occupying about 14ft. of space. Messrs. Joyce, of Whitechurch, supplied the clock, and Mr. Brocklehurst, of Waterfoot, was the architect for the memorial. It will be remembered that Sir Henry Trickett, who was popularly known as "The Slipper King," was for five consecutive years Mayor of Rawtenstall, and was a freeman of the borough of Rawtenstall, of which Waterfoot forms a part. He died in August, 1913.

The memorial, designed by Mr. A. Brocklehurst, architect, consists of an imposing orial bay, built out of the main

wall of the Arcade. It is of selected Stancliffe stone, and has three recessed panels with carved enrichments at the top, and is carried at the base by rich ornamented corbels forming shields, surrounded by laurel leaves. In the center, below the clock, is placed the bronze tablet with the medallion of Sir Henry Trickett surrounded by a wreath of laurel leaves, and bearing the following inscription:—

This memorial clock erected as a token of esteem to Sir Henry Whittaker Trickett, Kt., J.P., a native of Waterfoot, five times Mayor of Rawtenstall, and a freeman of the borough. Unveiled by the Rt. Hon. L. Harcourt, M.P., on June 13, 1914

The gift of his workpeople.

The clock is placed in the centre panel, and is of special design, with two dials, so as to be seen from various points.



THE LATE SIR HENRY TRICKETT

The case and supporting brackets are of solid copper and gunmetal, and the whole of the workmanship is the best that could be obtained.

As the workpeople left Gaghill Mill, the mill of the Newchurch Boot Co. and the British Quilting Co., they were each presented with a memorial card, as a souvenir, containing a photo of Sir Henry, the text of the inscription on the bronze tablet, and the following: "Rest in peace. In memoriam. Unveiling of memorial to the late Sir Henry Trickett, J. P., C.C., on Saturday, June 13, 1914. The late Sir H. Trickett, born July 23, 1857, died August 3, 1913."

The proceedings were ably presided over by Mr. Oliver Eatough, managing director, Sir H. W. Trickett, Limited.

When You See It, Pick It Up

Whenever you talk with an interesting person with ideas and worth while principles you are bound to be stimulated both by that personality and by the mind beyond that personality. There is something in every one of you, so therefore, if that something crops out—

Pick it up.

Every book that you read, if it is of any value at all, has something in it distinctly and especially for you. Let its pages stimulate you and create for you new ideas to be moulded into some useful shape—and used. Every worthy author throws into his books the best that he has. Your cue is to continue in your acts and work his central suggestion. But first—

Pick it up.

All through the various strata of business are priceless treasures awaiting the sharp, ready eye of the alert, and the growing man or woman is the one who not only faces these things, but who picks them up. Get these three little words firmly fixed in your mind in connection with everything useful and valuable to you in this world. Remember in their connection, just as soon as you see anything that you can use—

Pick it up.

Some Resolutions for the Shoeman

1. I will not be a price cutter.
2. To this end I will study diligently to know what it costs me to sell my goods.
3. I will treat my creditor, my customer, my competitor, my employe, and myself with absolute fairness.
4. I will seek to know my competitors better, and will try to get them all into a local association, for regular social meetings.
5. I will endeavor to systematize my business, and secure the co-operation of my salesmen, so as to increase my volume of business to the maximum and reduce my cost of doing business to the lowest notch.
6. I will neglect no opportunity to improve my own business knowledge and condition, and to do what I can

FINDS IT STEADILY IMPROVING.

Enclosed find money order for the sum of \$1.00 for renewal of my subscription to the "Shoe and Leather Journal." I have been a subscriber to the Journal for a number of years and congratulate you on the many improvements.

Yours very truly,

A. McDERMAND.

Ingersoll, Ont.

THE JOURNAL IN ENGLAND

Enclosed we have pleasure in forwarding you a British postal order for 8/6 in payment of our subscription to January, 1915, for the "Shoe and Leather Journal." We find the publication a very good and useful one and hope to receive it regularly.

Yours very faithfully,

East London, Eng.

W. SMALE & SON.

to uplift the condition of the trade; to this end lending my influence and support to all movements for that purpose.

7. I will actively support my association, attend its meetings, serve on its committees, if requested to do so; answer promptly all communications from its officers, and in all other ways endeavor to promote its purposes.

8. I will carefully read my trade papers and see that my subscription is not allowed to expire; and I will freely write to the editor whenever I am moved either to command or criticise; realizing that it is my paper, and its value depends largely upon my attitude toward it.

9. I will thoroughly and systematically advertise my business, realizing that if I have something to sell I cannot expect the people to guess it unless I at least give them a hint.

10. I will be loyal to the jobber and manufacturer who are loyal to me, and I will be loyal to the other merchants of my home town, as I have a right to expect them to be loyal to me; realizing that if I am inconsistent in these respects I have no right to complain because other people patronize the catalog house.

Early Records in Rubber Selling

T. H. Rieder, general manager of the Canadian Consolidated Rubber Co., Montreal, while visiting the basement of the general offices the other day, ferreted out some interesting matter in relation to the establishment of the Canadian Rubber Co. This consisted of day books and ledgers dealing with the company from its inception in 1854. Some of the names of the first buyers were interesting, and among the very first were J. & T. Bell and William Dangerfield, of Montreal, the latter of whom was the first subscriber to the SHOE AND LEATHER JOURNAL, when it was established in 1888, while J. & T. Bell were the first advertisers from Montreal in the pages of this paper. This is an interesting co-incidence. The Canadian Rubber Co. made only a few lines of rubbers on straight lasts in those days—men's rubbers being billed at 5 shillings currency and women's at 3 shillings and 9 pence. The company appeared at that time to do quite a little trade in England and all their Canadian business was practically done by boat. Many other unique items were discovered in connection with the ancient documents.

Give Customer His Money's Worth

The story is told of a salesman who happened to call on a buyer, the proprietor of a large store. The buyer had the reputation of being very "grouchy." It was a constant source of irritation to him to have sales men younger than himself make suggestions of any kind to him. A young, clean-cut traveler called one day with a new leather case. It was probably the meekness of his make-up that irritated the old man. After he had kept him on his feet for about twenty-five minutes he finally deigned to recognize his presence. Peering from under his broad rimmed hat he demanded what was wanted. The salesman tendered his card. After a hasty scrutiny the old man tore it up and threw it in the waste paper basket, with the remark, "I want nothing in your line," and turned toward his desk. The salesman did not walk out at such treatment, but took a chair, stating that his cards cost his firm money and that he was going to make it a point to get remuneration for the one torn up. "Give this boy five cents for a card I just tore up," said the old man addressing his cashier. On getting the money the salesman placidly took another card from his leather card-case, and laying it on the buyer's desk, remarked, "my cards cost the firm at the rate of two for five cents, and my firm insists on giving everyone his money's worth."

Live Business Methods of a Western Shoe Repairer

Waiting Room for the Convenience of the Public—Different Color Tags Used for Each Store's Work—Record Preserved of Every Job—Prompt Delivery and Sending Customer Away Satisfied

"Ability, style, neatness and quickness" are the guarantee of the Goodyear Shoe Repairing Company, 625 Pender street west, of which George H. Morris is proprietor. Mr. Morris, who has been in business in the Pacific Coast city for about eight and one-half years, recently took in the shop next to him, which has been fitted up as a waiting room while patrons are having their shoes repaired.

Mr. Morris has certainly made a success of repair work and uses first-class quality stock in all jobs. He attends strictly to business himself and sees that every order is turned out on time; not only the shop's own work, but that done for the stores as well. The Goodyear Shoe Repair Company attends to the repairing for six of the largest retail stores in Vancouver. A boy makes the regular collections, and Mr. Morris supplies the tags. Each store has a different colored tag, which guards against confusion or delay. Considerable work is also secured from the different camps in the province. All orders that come in by post are attended to immediately and mailed back on the same day. In addition to all this business, Mr. Morris says that a large number of people drop in to have their footwear defects remedied, waiting until the job is completed. Sometimes as many as forty or fifty callers daily have their wants ministered to on the spot.

Jobs Ready When Promised

Before coming to the West, Mr. Morris was in business in Massachusetts. He learned the shoe trade in England. Some of the reasons given for his success are that he does first-class work, uses good material, and has all jobs ready

when promised. He has three men working for him at this time of the year and in winter employs two or three extra

In the accompanying picture Mr. Morris is seen standing at the left in the front row. The tall man behind him is the finisher, who does nothing else but that part of the work, and the other man at the back does all the fitting for the stitcher. He is a piece worker and gets paid by the pair. The man on Mr. Morris's left does nail and turn soles, while the proprietor runs the stitcher, which is a "Champion."

Keeping a Handy Record

A record is kept of every pair of shoes that comes into the shop. In case the customer returns with "a kick," the proprietor finds out when the customer left the shoes, and his name. He then looks up his record and by so doing he can tell when the complainant left the shoes and when he took them out. If it is found that the patron has a genuine grievance Mr. Morris says: "We fix up the shoes again, even to half soles, if it is the soles that have gone wrong."

He believes in satisfying the customer in every instance. In this well arranged book on the left hand page the first entry is the number of the tag. Then there are four parallel rules, in which marks are made, indicating the character of the job. The first column is devoted to soles, the second to heels, the third to rubber heels and the fourth, patches, while there is a fifth for any other entry desired. Next appear the prices charged for the work. On the opposite page customers' names are given and the date on which the shoes were taken out or delivered. This system has proved a very complete one and avoids confusion and misunderstanding.



THE LARGE SHOE REPAIRING ESTABLISHMENT OF GEORGE H. MORRIS IN VANCOUVER, B.C.

He Branches Out For Himself



A new shoe store has been opened up in Ottawa at 206 Sparks Street, in the stand recently occupied by C. B. Pratt. J. Howard Carkner & Co., are the proprietors of the enterprise, having purchased the stock at a most favorable rate on the dollar. Starting to learn the shoe business when twelve years of age Mr. Carkner has been associated with the trade in Ottawa

for the past fourteen years, being connected during that time with the stores of Robert Masson, C. B. Pratt, and the shoe department of the Two Macs, Limited. For the past four years he was manager and buyer of the latter business. He has mastered all the details of the trade, is a shrewd buyer and close student of styles. In addition, he is a good stock-keeper, a firm believer in advertising and has always managed to turn over the stock several times. His many friends will wish him every success in his new venture.

A Fine Showing in Cleopatras

With a range of 275 samples, the Kingsbury Footwear Company, Montreal, are this season presenting many interesting and attractive things to the trade. They have five new lasts, which are decidedly fetching. One is a medium recede toe, with fairly short vamp. Another is a medium, modified, round toe, with short vamp, which is rather full fitting. Then there is a growing girl's last with a comparatively wide, round toe of fair height. A new Mary Jane pump last and a last for elderly ladies, somewhat narrow, but calculated to fit a large ankle, is shown also. In low cuts the offerings are very striking in their graceful lines and particularly pleasing in workmanship and ornamentation. A full line is shown of Cleopatra and Gaby Colonials, as well as pumps. In the Cleopatra, as is well known to the trade, the material of which the quarters are formed generally extends around the front of the shoe in the shape of a collar. The Cleopatra has also a loose tongue which is sewn inside of the throat of the shoe and is calculated to stand out prominently from the instep, and on the collar at the side is attached a small ornament. This year these consist of cut steel, brilliants, oxidized, jet, rhinestones, metal and other materials. The firm are looking for an exceptionally strong demand in both the Cleopatra and Gaby pump, in the latter the ornaments being placed on the fore part of the shoe. The materials used are patent, gun metal, etc., with brocade or cloth quarters in combination effects too numerous to detail. Heels are, perhaps, slightly higher than last year, and the Cuban, the Ritz, the Carlton and the Spanish are seen, being of different heights, ranging from 10/8 to 16/8. They are all of leather and certainly lend an air of distinction to the low cut family in the footwear line. "Gabys" are the Colonial type of slipper, made in all leathers, with patent, dull and fabric quarters and trimmed with a range of bows and buckles in metal, leather, silk, satin, celluloid, etc., in a wide variety of designs. The short recede toe is most largely in evidence. A fancy two-bar effect Cleopatra, with inset of patent leather, a steel ornament at the side, carrying a Spanish heel, is a decided novelty. Pumps are seen in patent, nubuck, grey and white, and other materials, as well as in chocolate, nut brown and mahogany tan shades.

In the line of turn slippers, the representation is exceptionally strong and everything is seen from the baby doll or one strap effect to the five strap fancy lines. There are various styles of ribbon, beads, bows, metal and other ornamental effects. Some really artistic conceptions are furnished. One, two and three hole Tango slippers are also

presented. Commonsense, military, Cuban, spool and other heels are seen on the high cuts. There is a tendency to revert to the stage last, and to abbreviate the vamps. Most of the models carry shorter foreparts with moderate recede toes, many plain and others with tips. The bunty effect seems to be meeting with a large measure of favor. A number of high cuts are shown with fancy brocade and cloth quarters, while others have tops of the same material. This year, for the first time, the company are making a number of turns in high cuts, along with the usual full complement of McKays. Top facings are especially choice, being in black and blue satin, as well as in black, wine, grey and gilded sheep leathers, embossed in gold, silver, blue and other colors. One particularly attractive shoe is a button boot, with Cleopatra effect, brocade quarters, patent forepart, matt calf foxing extending to the throat of the shoe, with oxidized side ornament and Carlton heel. Another outstanding shoe is one with fancy scalloped vamp and heel foxing, patent button, with matt calf top. Buttons are, this year, just as strongly represented as ever, being cut about the same height as last season, the range running from eleven to fourteen buttons. The line was shown in Toronto last week by W. F. Martin, sales manager of the Kingsbury Footwear Co., who reports having done a splendid business.

"Oh, I Can Do Better Elsewhere"

The salesman should, above all, be diplomatic. He cannot afford to let his feelings run riot with him. When the shoe traveler is told by the retailer that the latter can get such and such a shoe, made of the same material, and on just as attractive a last, from such and such a firm, and for so many cents less a pair, the temptation is strong to assert so-called independence and ask him why in blazes he does not buy from that party. Of course, that retort would do the salesman no good, even though he may think the dealer is lying. It would not be wise or tactful. The same truth may be applied in connection with the retailer who is selling goods to a woman customer. Perhaps the lady says that she can get a shoe of exactly the same style and build down the street for such and such a price. The clerk or retailer is perhaps inclined to tell her, if she is at all nasty in her insinuations, that that is the place for her to go, and if she can do so well in the next block, why in thunder did she travel so far past the spot.

This "cheaper elsewhere" attitude is often a ruse on the part of the customer and each situation has to be dealt with according to the circumstances. It is well to remember the old saying that while "You can lead a horse to water you cannot make him drink." By a series of adroit questions, a good working knowledge, and timely comparisons, one might possibly get such a customer to finally admit he or she is wrong, still in the end it would not necessarily make the caller purchase. It is here where the gift of adaptability, skill and efficiency can be developed and the one who makes a sale, in the face of such discouraging circumstances is, indeed, to be complimented.

It is well to remember that there are drawbacks in every trade and so long as the world lasts, there will be certain cranks who can always "get the goods less down the line." It frequently affords them a great deal of gratification to give utterance to such self satisfied remarks, but in the end, if they are tactfully and rightly handled, there is no reason why a sale cannot be made in the vast majority of instances.

C. S. Corson, of the Regal Shoe Co., Toronto, has returned from an extended business trip throughout the West going as far as the Coast.

Eleven Reasons Why Shoe Retailers Fail in Business

Over Buying, Too Small Gross Profit, Too Heavy Expenses, Not Sufficient Turning of Stock and Others Carefully Analyzed
—Small Rent With Growing Chance Better Than Big Rent and Sure Failure—Success Depends on Right Selling

"I feel particularly honored to be asked to speak to the Hartford retailers, because before today I knew only one retailer in your city, but tonight I can shake the hand of every man in this hall and call him a brother retailer. That is what organization has done for the shoe man," said E. W. Burt of Boston, President of the Massachusetts Retail Merchants Association before the Shoe Retailers' Association of Hartford, Conn., when he delivered a stirring address recently on "Why Retailers Fail in Business."

"When I addressed the Pittsburgh retailers they desired me to tell them how to run a retail shoe store, but my time was taken up with organizations, pure shoe bills and fraudulent advertising; but now, with your permission, I will discuss the subject as printed on the program, and if I can give you one point which you can apply to your business, I am amply repaid for your attention. The Harvard Business School spent two years finding out how retailers ran their stores. I wrote an article on the same subject which they endorsed as verifying their figures taken from 600 shoe stores of the country, but in all their work they did not tell us one reason why shoe retailers failed, and that is what we want to know. My studies of the retail shoe stores throughout the country have shown me that there are eleven reasons why retailers fail, and I have classified them according to their importance, and I will present them to you:

1. Over buying of merchandise.
2. Too small merchandise profit.
3. Expenses too large.
4. Lack of capital—ban—turning of stock.
5. Shrinkage of surplus and stock.
6. Inefficient executive ability.
7. Old-time methods.
8. Lack of store service.
9. Advertising.
10. Too long credits.
11. Failure to take stock monthly.

Taking No. 1: Did you ever hear of a shoe retailer failing because he did not have enough shoes? Nine out of ten fail because they have too many shoes. The shoe manufacturers are to blame for half of the retail failures because they sell the retailer every kind of a last, pattern and leather on the face of the earth. Buy shoes on staple lasts and leathers, and keep away from the fancy footwear that goes by in a year. Buy shoes not affected by mark-down sales and shoes stocked by the manufacturers. Don't buy more than one pair in large and small sizes.

No Profit in Cheap Shoes

Reason No. 2: The gross profit on your merchandise should be not less than 28 per cent. if you expect to make money in the retail business. You can't make money selling \$3.50 shoes; those days have gone by; cheap grades of shoes never show a large profit; the wear is poor and the allowances to customers too great, and it eats up your profits. Postpone your mark-down sales until August 1 and February 1. Customers wait for mark-down sales, and you sell goods at a loss when you could make money. The mark-down sales are the curse of the shoe business, and overbuying wrong merchandise is responsible. Give your men charge of different departments. You can't run your entire business yourself. Make it their duty to decrease the stock and increase the sales each six months.

Sell rubbers at a profit. What's the use buying rubbers and giving them away? Hundreds of retailers in this country

don't make a cent of profit on rubbers. You can't stay in the shoe business and do it. Get a profit or don't sell them.

Educate Public to Come

Reason No. 3: The question of expenses is a vital one; rent, salaries and advertising are the three most important. A small rent with a growing chance is better than big rent and sure failure. You don't have to own the best store in town to do business. Educate the public to come to you on a side street because you have shoes they want. A small rent wins. Pay your clerks good salaries. A man at \$18 a week is worth two at \$9 a week, because ignorant clerks misfit shoes, dissatisfy customers and ruin your business, and your success depends upon your selling force. Advertising I will consider under No. 9.

Reason No. 4 is an important one. Buying shoes is an easy matter, but to sell them is a hard problem. When the bills come due the manufacturer jumps on you for payment and they must be paid from shoes sold. This is true of all your expenses, rent and salary. Do not go to the bank for \$5,000 or \$10,000 to pay your bills. It is like the mining company who borrows money to pay dividends. It means your capital is gone. Nail this over your desk: "\$1,000 in the bank is worth \$2,000 in shoes, every day in the week and twice on Sunday." Turn your stock at least four times a year. You can do it if your merchandise is the right kind. You will turn it once if it is the wrong kind.

Says Pm. Habit is Bad

Reason 5 is answered in mark-down sales which reduce your surplus and capital one-third each season, and cut out your sale shoes and increase your surplus. A pm. on shows is another bad habit of the shoe business. Clerks will misfit shoes and make dissatisfied customers and injure your business, and you are paying for your bad judgment in buying. Pay your clerks a good salary and stop the pm. habit. Unreasonable allowances given to customers reduce your surplus. Why don't you charge for wear on shoes? There is a lot of talk about the retailer defrauding the public, but I think a lot of the public are abusing the retailers. They can't buy a new hat or suit and get free wear—then why shoes? Simply because you have always done it; but do business on a principle, not habit.

Reason No. 6: Many men fail because there is no system. It costs money, but it pays. Your buying, selling, office department, correspondence and everything must be systematized, and live up to it.

Reason No. 7: The opening part of my talk told you that to succeed it is necessary for you to belong to organizations. I am an optimist at all times. Old-time methods have passed away. The shoe business is different today than it was five years ago, and it will change five years from now. Increased population, broader ideas, competition demands it. You learn all this in your association work.

First Requisite is Courteous Service

Reason No. 8: Lack of store service means failure; customers demand service, and you must meet the issue. Educate your clerks to be courteous, which is the first and most important requirement of all salesmen. Quick attention, ability to serve, patient and correct fitting should be pasted in the hat of all salesmen. What has the individual shoe store got to offer the public in competition to the department store in selling shoes? They have the advantages of closer buying, greater advertising, better locations and thousands of shoppers. All he can offer is efficient service

and specialized shoes. Remember this, as it is important to your success.

Reason No. 9: When I was in Cleveland, Ohio, last, I made an address before the Cleveland Advertising Club on "Fraudulent Advertising," but in a few words I will give you the formula for successful advertising. The basic principles upon which you should build are:

1. Attract the eye—by color or drawings.
2. Hold the attention—by clear statements.
3. Interest the reader—honest facts.
4. Convince the buyer—proving your statements.

Advertising Facts—Not Theories

Small ads run often are better than large ads run occasionally. Use selected papers of smaller circulation in preference to large circulation, because your ad is lost with others and the effect is wasted. I get the best results in one city from a paper of 80,000 circulation with rates at 9½c a line than from one with 400,000 circulation with a 25c a line rate. These are facts and not theories.

Reason No. 10: Credits are a big trade builder and money maker, but long credits are disastrous. In my opinion, shoes charged out are better than shoes on the shelves. The credit system is bad during sales, as customers load up with shoes at cut prices and they often return them later, after the sale is over, because they "don't need them."

The 11th and last reason needs your attention. If a retailer pays his clerks and his rent and draws his salary, he is satisfied, but it is a bad way to do business. Let him find out monthly where he stands. If there are any leakages he ought to know it. See if the stock agrees with the correct number of pairs and compare increase of sales on stock from month to month by years. Keep a chart of sales, and it will surprise you."

The Big Fair at Leipzig

The surest way to attain success is to take advantage of the special opportunities which the shrewd tradesman notes, with keen observation, and utilizes in the furtherance of his business. These opportunities, the great value of which alone often account for the success of many a smooth-running business, frequently present themselves during a retailer's career. But the majority of tradesmen recognize their worth only when they are past, and when the chance of deriving benefit from them is no longer available. In this way, many an intelligent person in former years considered it of no profit or advantage to go to Leipzig in order to visit the German Shoe and Leather Fair. It may be he believed the Fair could offer him nothing new, or perhaps he was influenced against taking advantage of the opportunity by those opposed to the Fair, who did not consider it of sufficient educational value. In either case, he allowed an opportunity to slip which would assuredly have been of value to him in his business, for the Exhibition has met each year with unexpected success. However, all know that one seldom makes the same mistake twice, and it is expected that the number of visitors at the Exhibition, from August 30 to September 2 next, will undoubtedly be far in advance of that in former years.

The Movement For Shorter Hours

The early closing movement seems to be in the air and is gradually gaining ground in the various cities and towns of Canada. Ottawa shoe men recently came to an agreement to close on Saturday afternoons and the shoe merchants of Preston, Ont., have agreed to close their stores every evening at 6.30 o'clock, excepting Wednesdays and Saturdays during the summer months. Wednesday afternoon is also being observed as a half-holiday by the shoe merchants of

Stratford and among those who have consented to lock their doors are Knechtel & Co., Fletcher Johnston, J. D. McCrimmon, John Way, Shore & Paff, Market Shoe Store and John Agnew, Limited. The shoe stores of Parkdale in Toronto have also united to close on Wednesday afternoon at one o'clock during the summer months. Those attaching their names to the agreement are A. B. Chinn, A. J. Chapple, C. C. Allan, W. Bishop, J. J. Harton, J. C. Budreo and Weaver Shoe Co. In Brantford the shoe dealers have sent a petition asking the city council to pass an early closing by-law. All the shoe merchants except three signed. As matters now stand in regard to early closing, each class of merchants must petition the municipal council separately and the signatures must be witnessed in legal form. If the petition is sufficiently signed a by-law can then be passed, but such a measure is surrounded with all kinds of legal requirements in order to avoid technicalities, which might be raised. This is done so as to insure the measure being carried into effect. In some cases after a by-law has been passed, there is an attempt to break its provisions, on the part of a "kicker" or person who has refused to sign and is prosecuted for its violation. Such a one often tries, out of revenge, to upset the by-law, hence the legal safeguards to make it hold. Safety first.

Boot Fastens Like a Glove

A new type of boot has been invented by Walter Brindle, 227 Union Street, St. John, N.B. The accompanying cut shows it on the right foot and gives a view of the inner side



of the foot. The boot fastens with a dome fastener, the same as is used on gloves. There are three studs to fit the different sizes of ankle. The shoe is put on and taken off in a second by just the one movement and is close fitting to the ankle. It is also water tight as there is a bellows tongue or gusset on each side, just giving room to get the foot in neatly, so as not to be in any way clumsy. Though the cut is of a whole front design, the new fastening device can be just as easily put on a button or lace boot, with tip on the toe, if desired. Mr. Brindle says that this fastening can, at a very small cost, be fitted to any boot.

J. W. Bridgett, formerly of the Slater Shoe Store, Hamilton, and Joseph Deslandes, who was for fourteen years with the Slater Shoe Store on Yonge street, Toronto, have opened a new establishment at 737 Broadview avenue, just south of Danforth avenue, Toronto, known as the Sample Shoe Store.

SHOE NEWS IN PARAGRAPH

M. Ferkauff, shoe dealer, of Lachine, Que., has assigned. R. B. Griffith, of Hamilton, was in the East on a buying trip.

The shoe stock of A. Binette Mason, Montreal, has been sold.

The Calgary Shoe Co. has commenced business in Calgary.

R. E. White, dealer in shoes, Kamloops, B.C., has assigned.

H. Mehen intends starting in the shoe business in Sandy Lake, Man.

Geo. E. Boulter, Toronto, was in Montreal for a few days last week.

R. R. McIntosh, shoe dealer, of Chilliwack, B.C., recently made an assignment.

L. G. Lockett, of the Midland Shoe Co., Kingston, Ont., was in Montreal recently.

Rowland Hill, shoe dealer, of London, Ont., spent a few days in Montreal recently.

Bert Packard, of L. H. Packard & Co., Montreal, is spending a few days in Boston.

R. D. Taylor, of Robt. Taylor & Co., Halifax, was in Quebec and Montreal last week.

The Rena Footwear Co., Montreal, have recently installed several new pieces of machinery.

A. M. Haggart, of R. B. Griffith & Co., Hamilton, was in Toronto last week on business.

Ed. Hill, of the Kaufman Rubber Co., Berlin, has been spending his holidays in Barrie and Penetang.

Harry Thompson, of the Thompson Shoe Co., Montreal, was in Toronto last week on business.

R. B. Wanless and F. Dewan, of Coates, Burns & Wanless, London, was in Toronto last week on business.

H. H. Lightford, manager, of the Perth Shoe Company, Perth, was in Toronto last week on business.

J. Scheurer, leather goods, New York, has been calling on the trade in the larger Eastern cities.

C. R. Teetzel, manager of the retail shoe store of Geo. G. Gales & Co., Ottawa, was in Montreal last week.

Robert Neill, shoe retailer, of Peterboro, and family, are spending the summer at their cottage, Stony Lake.

S. C. Cronk, 126 Wellington street west, Toronto, has been spending a few days in Montreal on business.

W. A. Hamilton of the W. B. Hamilton Shoe Co., Toronto, has returned from a trip to Quebec and Boston.

In a fire at Carbon, Alta., the store of C. R. Nash, dealer in dry goods and boots and shoes, was burned.

M. J. Burns, of Coates, Burns & Wanless, London, has returned after spending several days in Eastern shoe centres.

E. O. Weston, of F. J. Weston & Sons, Toronto, was a caller at Montreal and Quebec shoe factories during the past week.

C. C. Begg & Bro., of Collingwood and Owen Sound, have returned from a business trip to Montreal and other places.

W. T. Francis, superintendent of the John Ritchie Co., Quebec, was in Boston and other New England shoe centres recently.

G. Quesnel, who for the past few months, has acted as window designer for the Lyon Shoe Store, Montreal, has resigned.

The Canadian Consolidated Rubber Co., Montreal, have issued a sporting shoe, "Fleetwood," display card which presents a very natty appearance, and are having a large call

for it. They will be pleased to send it to any retailer upon request.

Hugh White, of Garside & White, Toronto, has been visiting Montreal, Quebec and other shoe centres on a business trip.

Miss Nina Reynolds, daughter of George E. Reynolds, shoe retailer, Stirling, Ont., has gone on an extended trip to the West.

S. G. Amero, manager of the London branch of the Kaufman Rubber Company, is spending his holidays in Gloucester, Mass.

A. J. Hand, of the Ames-Holden-McCready staff, Toronto, has returned after spending his holidays in Buffalo and other cities.

R. E. Holmes, manager for John Lennox & Co., Hamilton, was in Toronto last week on business accompanied by J. H. Wettlaufer.

J. A. McLaren, of McLaren & Dallas, Toronto, is spending a few days on a business trip to Montreal, Toronto, Boston and other cities.

A. W. Ault, of the A. W. Ault Co., Ottawa, was a visitor to Montreal last week, calling on the shoe factories in that city and also in Quebec.

R. R. Macaulay, secretary-treasurer, and F. H. Meinzer, assistant sales manager of the Miner Rubber Co., Montreal, were in Toronto last week on business.

Chas. E. Sterling, of Sterling Bros., Limited, London, was in Montreal and other shoe centres calling upon the trade during the past fortnight.

Alex. Chisholm, shoe retailer, West Toronto, has returned from an automobile trip to Rochester and several other points in New York State.

The capital stock of Winnett & Wellinger, Limited, manufacturers of fancy leather goods, Toronto, has been increased from \$40,000 to \$98,000.

George Warriner, shoe retailer, 1243 Bloor street west, Toronto, has returned from a successful fishing expedition to Healey's Falls, near Campbellford.

G. C. Yearsley, manager of the Toronto warehouse of the Miner Rubber Co., who has been ill with appendicitis, is making good progress toward recovery.

Charles Bonnick and George Lloyd, of the Ames-Holden-McCready, Limited, Toronto, took part this week in the big bowling tournament at Burlington, Ont.

John Abernethy, of D. D. Hawthorne & Co., Toronto, has returned after spending a couple of weeks on a business trip to Montreal, Quebec, Boston and other cities.

H. B. Pollock and family, Toronto, who have been spending a few weeks at Lake Avery, near Orillia, have returned, having exceptionally good luck in fishing.

Daniel J. Doherty, shoe traveler and treasurer of the St. John Council of the Knights of Columbus, St. John, N.B., died recently. He leaves a wife and three sisters.

Daniel Toomey, formerly with the Hartt Boot and Shoe Co., Fredericton, N.B., has accepted a position as fitting room foreman with the N. B. Thayer Co., East Rochester, N.H.

John D. Hawthorne, city traveler for D. D. Hawthorne & Co., Toronto, who was operated upon some time ago for appendicitis, is making rapid progress toward recovery.

J. C. Budreo, shoe retailer, 1344 Queen street west, Toronto, spent a few days recently on a fishing expedition to the Holland river and landed some fine bass and 'lunge.

The Korrek Shoe Store, Richmond street east, Toronto, intends opening another store at 352 Yonge street in the premises formerly occupied by J. Bonner, men's furnisher.

The Amherst Boot and Shoe Co. are preparing to open a new warehouse and salesroom in Halifax, almost opposite the site of the one they are now occupying on Grenville street. The new quarters will be about twice the size of

the old ones and will be fitted up in thoroughly modern style. The business of the company has shown a very large increase in recent years, necessitating more spacious quarters for the firm.

John Lennox, of John Lennox & Co., Hamilton, who has been confined to his house for nine weeks with rheumatism in his right leg, is now able to come down to the warehouse.

The Granby Rubber Co., of Granby, Que., are presenting to their customers throughout the country, a handsome drawing of the works of the company, in an attractive mission frame.

The Meyers Shoe Co., 636 Craig street east, Montreal, have made an assignment to A Desmarteau. The company manufacture misses, children's, little gents' and infants' turns and McKays.

The Hamilton Boot and Shoe Repairers have decided to organize a local union of the Boot and Shoe Workers' International Union, and will use the union stamp on the footwear they repair.

Arthur Schmidt, formerly lasting room foreman of the Slater Shoe Co., of Montreal, is now with the Perth Shoe Co., Perth, Ont., and will have charge of the bottoming department in that factory.

D. A. Leonard, manager of the Slater Shoe Co., Yonge street, Toronto, has returned from a visit to Brockton, N.Y., bringing with him Mrs. Leonard and family, who have taken up their residence in Toronto.

Among the visitors in Toronto recently, calling upon the trade, were John Little, of Allandale, James E. Eager, Waterdown, D. J. Hartle, of Minden, Mr. Logan, of Logan & Young, Beaverton, and others.

A. Brandon, of the Brandon Shoe Co., Brantford, recently spent a few days in Boston, Brockton and other shoe centres, after which, accompanied by his wife, he took a pleasure trip down the St. Lawrence river.

The National Rubber Co. will shortly begin the manufacture of tires in Hamilton. C. S. Kilgour, Frank F. Walker and Dr. George Wenig are the president, vice-president and secretary, respectively, of the company.

Messrs. S. M. Paterson and R. W. Jennings of the W. H. McElwain Company, Boston, have sailed for Europe for the purpose of investigating methods and conditions of shoe manufacturing in England and on the Continent.

Fred. Wagner, who has had an extended experience in the shoe factories of Rochester and other leading American cities, was recently appointed foreman of the turn department of the Kingsbury Footwear Company, Montreal.

M. A. Johnson, of Rockland, Me., has a pair of rubber boots which he bought in 1883. The boots were worn on a farm at intervals for six years, and have since been worn on many hunting and fishing trips. They are still sound and dry.

Gregory Hoey, who has been making room foreman for the H. B. Reed Co., Manchester, N.H., has resigned and has accepted a position with the Regal Shoe Co., Toronto, as superintendent of their factory. He has entered upon his new duties.

Fire destroyed the shoe store of Edward Leveque, Market street, Deseronto, Ont., this week. The flames broke out in the repair shop. The premises were completely gutted and the entire stock wiped out. The loss is partly covered by insurance.

The shoe stocks of C. B. Pratt, of Ottawa, have been sold and the sales indicate that the dividend to creditors will be in the neighborhood of fifty cents on the dollar. The stock at Sparks St., valued at \$17,000, was bought by J. Howard Carkner & Co. at 68¾ cents on the dollar. The Wellington street stock valued at \$12,000 was bought at 43¼ cents on

the dollar by S. Miller. The real estate belonging to Mr. Pratt on Powell avenue has not yet been sold. The liabilities of C. B. Pratt are in the neighborhood of \$45,000, and among the creditors are his father, Abraham Pratt, \$12,350, and Horace Pratt, a brother, \$2,808.

The St. Leger Shoe Company, who formerly conducted a shoe store at the corner of Walton and Yonge streets, Toronto, have opened another store at the corner of Edward and Yonge streets. This makes six establishments that the company conduct in Toronto.

The Boston News Bureau says a large shoe manufacturer and close student of business conditions who recently returned from the Middle West, estimates that the shoe business of the United States is from 20 to 25 per cent. below the average of the last three years.

The directors of the United States Rubber Co. are not considering any additional financing for this year. With crude rubber selling at 60 to 70 cents a pound, compared with \$2 a pound two years ago, the money required to carry this company's stock of crude rubber is greatly reduced.

Arthur Wellwood, who was formerly in the retail shoe business on Bloor street west, Toronto, and sold out several months ago to the McCall Shoe Co., is again starting up, having taken a store on Danforth avenue east of Woodbine avenue, where he has put in a well selected stock.

E. F. Spalsbury, factory superintendent of the Brown Shoe Co., St. Louis, who was well known to many Canadian shoemen, died recently, his death being due to heart trouble. The late Mr. Spalsbury was the founder and first president of the St. Louis Association of Superintendents and Foremen.

A. F. Voight, the vice-president of the Arabol Manufacturing Co., New York, City, returned on the steamer "Imperator" from an extended trip to Europe on July 15th. C. Seitz, the secretary and treasurer of the company, who has been on the other side for some time, is also expected back about August 1st.

A writ has been issued by the Thompson Shoe Co., of Montreal, who are seeking to recover from Ye Craftsman Shoppe, Limited, and the Boot and Shoe Specialties, Limited, Toronto, the sum of \$1,048.68, the amount alleged to be due on bills of exchange drawn by the first named defendants and endorsed by the latter.

J. J. Kilgour, of the Kilgour, Rimer Co., Winnipeg, reports that business in the West, which has been rather quiet for some time, is likely to improve. Collections have been rather slow, but with the bright prospects for a large crop, a decided change is looked for. There has been a noticeable improvement during the past few weeks.

E. W. McMartin, Montreal, who is sole Canadian agent for Brough, Nicholson & Hall, the widely known Old Country shoelace firm, was in Toronto, Berlin, London and other cities last week, calling upon the leading shoe manufacturers and wholesalers. H. E. Boulton, 20 Wellington street west, Toronto, is Ontario representative for Mr. McMartin.

Ames-Holden-McCready, Limited, of Montreal, have offered a prize of one hundred dollars to be competed for by the employes in various branches of the firm, as a reward for the best suggestion for a slogan and for a new trade mark for the company. A large number have taken part in the competition, which closes the week, and it is expected the result will be known shortly.

F. W. Hall, who is a prominent barrister of Perth, Ont., was recently elected a member for the Ontario Legislature for South Lanark. He has resided in Perth for many years, and was mayor of the town for four years. Mr. Hall is a Conservative in politics and holds the seat which was represented for so long a time by the late Colonel Matheson, Provincial Treasurer. Mr. Hall secured a very large major-

ity. He has always taken an active interest in the development and expansion of the town, and is the president of the Perth Shoe Manufacturing Co., in which he is a large shareholder.

"The Fleetfoot Fish and Game Club" has been formed with a camp at Lac Babette, in Northern Quebec. The officers of the club, who are all associated with The Canadian Consolidated Rubber Co., Montreal, are—President, R. E. Jamieson; vice-presidents, F. E. Partridge, J. M. S. Carroll and F. L. Summerhayes; secretary and manager, A. J. Healey.

No trace has yet been found of M. P. Johnson, shoe merchant, of St. Thomas, Ont., who has been missing since April 14th last. The search is still being kept up, but so far nothing definite has been learned. Mr. Johnson, according to the opinion of physicians who were attending him just previous to his mysterious departure, is suffering from loss of memory.

It is understood that James A. McPherson, of the John MacPherson Co., shoe manufacturers, Hamilton, has resigned from that concern, with which he has been connected for over thirty years. It is also stated the stock of the company is now held by W. S. Duffield, treasurer, who has been identified with the industry for a long time, and W. D. Long, president of the company.

The International Shoe and Leather Fair will be held in the Royal Agricultural Hall, London N., England, on October 5th to 10th. This fair is organized by the Shoe and Leather Record and has proved to be a splendid success. A large amount of space has already been taken by leading exhibitors. It is probable that a number of Canadians will make it a point to be present at this great gathering of the trade.

Robert E. Katz, sales manager of the Panther Rubber Co., Sherbrooke, Que., accompanied by his brother, spent several days in Toronto last week, calling upon the trade, and making known the merits of Panther Tread rubber heels. The new factory of the Company is now in full operation and it is expected that fifty gross of rubber heels, as well as 1,000 pairs of rubber soles, will be turned out each day in the near future.

The work of the arbitration board in the dispute between the management of the Hartt Boot and Shoe Company, Fredericton, N.B., and the Boot and Shoe Workers' Union will probably be commenced next week. John A. Reid, vice-president of the company, has been named as arbitrator for the management, while Percy A. Guthrie, M.L.A., has been selected as the representative of the Union. They are to select the third arbitrator, but up to the present time have not met for that purpose. The Union wants a nine-hour day in the factory, which is at present running on a fifty-nine-hour basis.

Recent extensions have greatly improved the building of H. W. Upham, dealer in hides and leather in Sussex, N.B., and successor to his father, Charles W. J. Upham, who died a few months ago. The late Mr. Upham had been in business in Sussex since 1887 and had built up a splendid trade. In 1905 he established himself in new quarters, erecting a building 100 by 50 feet, two storeys in height and conducting from there his business in hides, calf and sheepskins, leather, tallow, etc. Mr. Upham was greatly esteemed in the leather world, and his son, H. William, who is now in charge of the business, is proving himself a most worthy successor.

Justice Archibald has awarded the sum of \$10,512 to Daoust, Lalonde & Co., shoe manufacturers, Montreal, in an action against the City of Montreal and the Canadian Pacific Railway. Plaintiff originally claimed \$39,000. Plaintiffs owned a factory at the intersection of Iberville

street and the C.P.R. tracks, and they claimed that it had depreciated to the extent of fifty per cent. in value as a direct result of the building of the subway. Access to the factory had been impeded, the levels had been changed, shipping and receiving facilities had been interfered with, and they had been obliged to make additions to the plant. Experts were named, and sat for fifty-nine days.

Bachrack Brothers have moved into their handsome and admirably equipped new store at 234 Yonge street, Toronto, where three flats and a basement are occupied. The layout of the premises is very convenient and there is a big basement department with scores of bargain tables, which is reached by a handsome stairway at the front of the shop. The main floor is devoted to men's and women's departments and is capable of seating nearly one hundred persons, opera chairs being used. The first floor will be used as a misses' and children's department, while the top flat is devoted exclusively to reserve stock. The store has an inviting entrance and is finished in natural oak throughout the main portions.

The Amherst Boot and Shoe Company, Amherst, N.S., which was established in 1867, the year of Confederation,



CLERK—"Yes, sir, that looks perfect; you can see for yourself."

and will, in 1917, celebrate its fiftieth anniversary, has never had a strike or threatened strike in the factory. Among the employes there are those who have worked ten, twenty and thirty years, and a fair majority who have grown up with the industry. Some 250 hands are engaged in the factory, of which J. E. Pipes is superintendent. Mr. Pipes is an example of how from the beginning an employe has stuck by an employer. He is one of three connected with the firm and has been in the service over thirty years. John P. Pipes, his father before him, has been on the job forty-four years, and is not quitting yet, while Roy, a son, has been in the trade several years.

Among those who are using the Gritzner Hand Soling Sewing Machine and have found it thoroughly satisfactory, are a number of representative shoemakers and retailers in various parts of Canada. Those who have sent testimonials to C. Parsons & Son, Toronto, the agents for Canada, are: William Baldwin, 1169 Dundas street, Toronto; J. Blum, Owen Sound, Ont.; Edward Bell, 1212 Dufferin street, Toronto; T. Mason, 640 Pape avenue, Toronto; George Parrott, 1647 Dundas street, Toronto; Henry Wood, 618 Barton street, Hamilton; J. Pelling, 643½ Barton street, Hamil-

ton; W. H. Davis, 134 Dundas street, Toronto; Brodie Bros., 229 Dundas street, Toronto; A. Mason, 104 Geary avenue, Toronto; The Irvine Shoe Co., West Toronto; J. H. Thompson, 45 Hallam street, Toronto, and others.

The sorting business on certain lines of goods has been very fair during the past few weeks, although the general tone of shoe trade, except on very seasonable ranges of footwear, has been rather quiet. There is a report of a shortage in patent colonials with steel buckles and women's patent pumps with low heels. Children's and infants' bare-foot sandals, white canvas pumps and colonials and certain lines of sporting shoes are reported to be difficult to obtain. In women's dongola slippers, two-strap and Newports, selling at medium price, there is also a scarcity. Jobbers state that they thought they had a sufficient supply of these goods, based on their estimates for the season, but the demand for them has been abnormal and it has been found utterly impossible to secure a supply from the manufacturers until too late.

It is understood that Hanan & Son, manufacturers of men's and women's fine welts, Brooklyn, N.Y., intend establishing a Canadian factory. C. de Forest Smith, representative of the firm, has been spending some time in Canada, visiting Montreal, Toronto and other cities. It is learned that the Canadian business of the firm has increased about ten per cent. during the last two months, while their western American trade has been falling off. This is one of the factors influencing the company to start a factory in the Dominion. Hanan & Son have an output of about 4,000 pairs a day and deal exclusively in high-grade footwear. They have branches in Germany, France, London and South America, and last year did a business of about seven million dollars. According to the latest advice it is probable that the factory will be located in Montreal, catering to both the Canadian and export trade.

A shoe traveler who recently returned from the West says: "Business generally is poor with dealers overstocked, especially on dull calf shoes. Colonials are selling in low cuts to the exclusion of everything else, and 75 per cent. of these are in patent and 25 per cent. of dull kid. The city dealers are now demanding longer vamps with narrow toes, while the small dealers insist on shorter vamps and fuller toes. For Fall dealers are not buying so many shoes as formerly, they having decided to run with lower stocks,

depending on manufacturers' stocks as much as possible, and buying as little as possible for future delivery. Cool weather and dull business generally are the causes for the present slow business. Cuban heels are selling 50 per cent. in the Fall orders, kidney heels 25 per cent., leather-Louis 15 per cent. and wood-Louis 10 per cent. In boots patent vamps and cloth quarters are proving the best sellers for Fall.

George McVicar has recently acquired the interests of Mr. Downing in the well-known shoe firm of Downing & McVicar, Goderich, Ont., and will continue with full control of that progressive business. Mr. McVicar was born in Goderich and started in the shoe business as an errand boy for Mr. Downing, remaining about a year and a half, after which he secured a situation with the Harvey Van Norman Co., Toronto. He was with them for twelve years, working in every branch of the warehouse, and was city traveler for four years, representing them in the territory between Toronto and North Bay for three years. After this firm retired he went with James Robinson, Montreal, and sold goods for him in Western Ontario for some time. Returning to Goderich, he entered into partnership with Mr. Downing in September, 1903. This partnership having now been dissolved, Mr. McVicar will continue the business, and will handle the makes of leading Canadian and American manufacturers.

NEWSY NOTES FROM QUEBEC

A. Noel, shoe dealer, has sold his stock to his sister, Mrs. G. Noel.

L. E. Gauthier, of M. C. Galarneau & Co., is spending a few weeks vacation on the Gaspé coast.

A. Sylvain, shoe repairer, has recently installed a new outfit and now has one of the best shops in the city.

Mr. McCredon, formerly with the John Ritchie Co., has taken charge of the F. W. McKeen factory and entered upon his new duties.

Oscar Clement, tanner, is spending the summer at Charlesbourg. Albert Racine, tanner, has also taken up his abode there for the warm weather months.

Legace & Lepiney have opened a shoe factory on St. Valier street in the premises formerly occupied by the Poirier Shoe Co. Another firm is about to start business in the shoe-making line under the name of Nadeau, Gardner & Co.

Louis Guay, of Joseph Guay & Fils, patent leather manufacturers, was among those who attended the Shoe and Leather Market Fair in Boston, where the firm exhibited some of their product. A. E. Marois was also a visitor to the Boston fair. August Pion, dealer in hides, has returned from an extended automobile trip to various cities across the border.

All the manufacturers catering to the jobbing trade have their spring and summer samples completed and many visitors have been in the city during the past few days. Some have placed very fair sized orders. The samples of the Wm. A. Marsh Co. and the John Ritchie Co. show many new things. Tourigny and Marois have also added a number of new lines and have installed considerable new equipment.

Among the visitors in Quebec during the past few days were Henri Levie, representing Pages & Co., leather manufacturers, Amsterdam, Holland; Alex. M. McPherson, Canadian representative of Lindsay, Thompson & Co., Belfast, Ireland; D. Roscoe, of Dr. Hodges Asbestos Sock Co., London, Eng.; L. E. Gauthier, of M. C. Galarneau & Co., Montreal; E. A. Jones, of E. A. Jones Co., Brockton, Mass.; L. S. Odell, of Fisk, Limited, Montreal; E. L. Milzener, of Cotton Threads, Limited, Montreal, and a large number of jobbers from various parts of Canada.

MORE VALUABLE EVERY YEAR

Enclosed you will find \$1.00 to cover our subscription to the "Shoe and Leather Journal" for the coming year. The book is very instructive and is getting more valuable each year.

Yours truly,

THE UNITED SHOE DEALERS.

Sudbury, Ont.

LIKES THE SELLING TALKS

You certainly get out a good paper. "The Shoe and Leather Journal" has several splendid selling talks as well as many practical pointers. I have placed several orders through ads in your paper.

Yours, etc.,

Sackville, N.B.

HOW RETAILERS MAY WORK TOGETHER

"In spite of fashion's decree that tans are dead and buried as far as women are concerned there are a good many ladies now wearing tan shoes and some stores making money out of this type of footwear. And in this condition there lies considerable of a moral," says Footwear Fashions.

"Progressive dealers in certain cities found themselves this spring with an excess of women's tan shoes. Apparently there existed no demand. Did these men bow to what they might well have considered the inevitable? Not so that you would notice it. As no demand existed they proceeded to create one. How it was done is not news, but history. Tan weeks were held, and with considerable success. Lately, in Boston, some of the exclusive shops have been featuring tans. Now whatever demand exists at present is small, but there would be none at all had there not been concerted action on the part of the shoe dealers. Many shoe merchants do not realize the influence that they can bring to bear on the buying public. Especially in small cities it is within the power of the shoe stores to popularize styles provided always that the retailers work together. People cannot help being impressed if they see the same type of shoes featured in all the stores of a community. They immediately jump to the conclusion that the shoes are fashionable, for as women often say, "We see them everywhere."

LENGTHENING A WORN SHOE

A pair of shoes must be worn a while before it is possible to declare that it is a fit. For what will seem to be a very comfortable piece of footwear, will, after a few days' use, permit the foot to slip forward just enough to offer a slight pressure against the toe. This frequently is the cause of considerable pain and is also exceedingly hard on the stockings, for the constant pressure wears the fabric away in a short time.

As a relief to those who find themselves thus afflicted, a shoemaker inventor has designed and patented a device to add a little to the length of a shoe, which is discovered, too late, to be a trifle too short. The new implement consists of two main parts, one fitting in the toe and the other shaped to the backstay. The two parts are joined by a threaded rod with a nut attached and a means for operating the same. When the apparatus is placed in a shoe and extended by means of the lever provided a pressure is exerted on the toe and heel with the result that the length of the shoe is quite perceptibly increased.

Some 1914 styles in men's shoes have heels fastened on with pegs, instead of with "slugs," as heel nails are commonly called. These wood pegs won't scratch polished floors. They make heels light in weight too. Some men always get the cobbler to peg their heels, when they have shoes repaired, but the idea of pegging heels in factories is new.—Shoe Repairer and Dealer.

HOW OLD BOOTS DO NEW DUTY

Probably when you throw your old boots in the dustbin, or give them to a passing tramp, you believe their lives are practically over. The tramp may wear them for a bit, or it is conceivable that part of the leather is used again for the manufacture of cheap slippers or boots. But that is as far as your imagination carries you.

Don't be startled, however, if you are told that your old boots are now doing duty as wallpaper! Extraordinary as it may seem, it is nevertheless a fact that manufacturers of wallpaper buy up quantities of old boots.

These are thoroughly cleaned from every scrap of dirt,

and then taken apart. All the nails and threads are removed and the leather that is left is ground into a fine pulp.

Those stamped leather wallpapers which have attracted your fancy are only ordinary thick papers which have been covered over with a layer of leather pulp—old boots, in fact.

Embossed leather paper is very fashionable for papering libraries and dining rooms. The better the class of leather the better will it take the gold color with which it is so often decorated.

MIND YOUR OBLIGATIONS

Too many warnings about the necessity for paying close attention to drafts and other bank paper cannot be issued to some merchants. With the introduction of more mechanical devices for assistance in bookkeeping and other clerical work, it might be expected that commercial paper would be closely watched by all business men. But the idea of mechanical bookkeeping is regarded in certain quarters as an excuse for carelessness. It should be remembered that



A BRIGHT SUGGESTION FOR A SHOW CARD TO BE PLACED IN THE FALL WINDOW, OR A GRAPHOPHONE HORN AND RECORD MIGHT BE BORROWED AND ATTACHED TO ONE OF THE LATEST STYLES, WITH THE WORDING "A SHOE THAT SPEAKS FOR ITSELF."

brains are required, and that they must be used. They can be used in the right way only by a human being. Machines lack the gray matter which makes a success of modern business.

Few people in the retail trade make mistakes about the dates of football and baseball matches, horse races and similar amusements. But they can be absent-minded on the subject of bank drafts. Their negligence has the effect of disturbing the whole financial system, and the pity of it is that the delinquent debtors do not realize the seriousness of their position. The point is that the man who is engaged in business should always give the preference to commercial obligations. Everything has its place, and if everyone realized that fact, the course of business would run much more smoothly.

All Records Broken at Boston

The Big Market Fair a Pronounced Success—Canadian Day Drew Visitors From All Parts of Dominion—A Comprehensive Exhibit in All Lines of the Trade—Notes of the Assembly.

The big Shoe and Leather Market Fair is just over. It was a great success and was attended by scores of people from Canada and Great Britain, while thousands were present from the various shoe centres in the United States. Boston extended a hearty welcome to the visitors and the Fair was the most comprehensive and aggressive exhibition of its kind ever seen under one roof. The attendance was very gratifying, while the various displays were most artistically arranged and from the standpoint of education and profit, surpassed anything ever attempted.

To attempt to give a detailed report of the various activities in this issue is beyond the space and time limits of the *SHOE AND LEATHER JOURNAL*, and it is just possible to present a short reference to some of the more salient



MECHANICS' BUILDING—WHERE BIG SHOE FAIR WAS HELD

features of the Fair. The exhibition, which was held in the spacious Mechanics' Hall, was informally opened on Wednesday afternoon, July 8th, by R. C. Jacobsen, of the Jacobsen Publishing Co., for the management who deserve full credit for the triumph scored, and J. A. Sullivan, Corporation Council of Boston, officially represented James M. Curley, Mayor of Boston, who was unable to be present. Amid music and mutual congratulations, the buzz of machinery and finishing touches to exhibits, the great exposition was soon under way. Practically every booth in the commodious building was occupied by shoe machinery men—tanners, leather men, shoe manufacturers, findings firms and others.

The exhibit of the United Shoe Machinery Co. was the most extensive and enterprising ever attempted by that firm. One of the smaller halls upstairs was used for moving picture entertainment, illustrating the interesting process of making shoes, and presenting views of the footwear of many nations.

The Maple Leaf in Evidence

Canadian Day was a splendid success and it is safe to say many more visitors were present from the Dominion than at any previous Fair. They came from Montreal, Quebec, St. Hyacinthe, Three Rivers, Fredericton, Halifax, St. John, Amherst, Toronto, Berlin, London, St. Thomas, in fact every conceivable point. The booth of the *SHOE AND LEATHER JOURNAL* was a centre of live interest and during the day many called and registered and were presented with a neat souvenir, in the shape of a maple leaf, the national emblem of Canada, in green and gold. The mementos were very highly appreciated.

The representative exhibits made by Beardmore & Co., of Toronto; Charles Parsons & Son, Toronto; Davis Leather Co., Newmarket, and others, were highly praised and served to put the Dominion on the leather map of the Continent.

The trip to the United Shoe Machinery Co.'s plant at Beverly was one of the events of the great gathering and proved to be a decided treat. A special meeting of the

National Shoe Retailers' Association was also interesting to all visiting dealers in footwear.

In short, the Shoe and Leather Market week in Boston was one studded with significant and outstanding events and in the next issue of the *SHOE AND LEATHER JOURNAL* some interesting pictures will be presented of the main features of the exposition, together with a much more detailed report of each day's proceedings. It has been necessary for the *Journal* to go to press when the Fair was in progress.

Seen and Heard at the Fair

The Ives Marine Band and Orchester, 60 pieces in all, provided splendid music during the Fair.

Co-operating heartily with the Fair management were some twenty of the most important allied branches of the shoe and leather industries, having membership associations, a number of which held meetings during the week of the Fair. The eastern associations acted as hosts to the army of visitors, and numerous outings and excursions were held for their entertainment. The capacity of the several hotels near the Mechanics' Building was taxed to the limit and in practically every hotel in the city were found quartered the Fair week visitors.

Mechanics' Hall never was more elaborately or artistically decorated and fitted up for an exhibition, in its twenty-five years of exposition history. Under the direction of W. W. Batts the work of arranging the exhibition booths had been going on for many days. The opening hour found every detail carefully and fully attended to. Mission furniture, desks, tables and rails, the latter hung with maroon curtains in one hall and green in the other, gave uniformity and attractiveness to the booths. Overhead, Machinery Hall was decorated in light green and white muslin, while Manufacturers' Hall was cool and lovely in Nile green and pink, flags of various nations being stacked in corners and on standards about the two halls.

German Slippers Were Shown

One of the most popular exhibitors of the many at the Fair was Fraulein Kati Hey, who came way from Frankfurt-on-the-Main, Germany, to represent Goldschmidt & Lowenick, slipper manufacturers in that country. This dark haired fraulein displayed several cases of slippers of camels' hair in varied colors and designs, some of which look like Scotch plaids. The cloth from which the slippers are made was also on display. Fraulein Kati convinced her firm that they should compete with American manufacturers in the production of slippers, and as a result she is now daily using her best English to persuade the American trade that her specialties are desirable for the American public.

In order to show the trade the great progress in shoe-making, the U. S. M. Co. had a rare collection of ancient footgear that was the cynosure of all eyes. There were the heavy riding boots worn by an Austrian postillion in the eighteenth century, the stilted clog from the Pyrenees, the Jap sandals used in temples, fish skin sandals from Annam and those worn by coolies in the Flowery Kingdom, the lacquered clog of the young Japanese girl, the primitive shepherd sandal from Greece, ancient Abyssinian, Sahara Desert and "Kahaib" sandals from Timbuctoo. There is a brocade mass shoe, worn by Pope Pius VI. in 1785; red heeled shoes which women of the seventeenth and eighteenth centuries affected in the French and Italian courts, some with the uppers elaborately embroidered or embossed, old wedding shoes from the Tyrol, and "duck bill" shoes from Switzerland in the time of the reformation, as well as scores of other curious, ancient and mediaeval footwear.

Members of the National Shoe Retailers' Association

and the Massachusetts Retail Shoe Merchants' Association had Friday set apart for their own uses. A large number of leading shoe retailers and managers of shoe departments in big stores were in attendance at the meetings, which were held in Mechanics' Building. President Andrew McGowin, of the National Association, presided at the big meeting, and President E. W. Burt, of the Massachusetts Association, had charge of the state meeting. A banquet was held Friday evening at which Governor Walsh and Mayor Curley welcomed the visitors, and Elbert Hubbard, of East Aurora, N.Y., was the principal speaker, the latter talking on "The Efficiency of Organization." The addresses at the business meetings of the two retail associations were pertinent and brought out much new and interesting information for the tradesmen.

Thursday, the second day of the Fair, the visitors were entertained by the New England Shoe and Leather Association at a harbor outing to Boston Light and later with a dinner at Paragon Park, Nantasket Beach.

The Southern Shoe Wholesalers' Association held an important business meeting Wednesday night, and Saturday was given over to the Shoe Factory Superintendents and Foremen, who started plans for the formation of an international association.

On Friday special meetings were held of the executive committee of the National Boot and Shoe Manufacturers' Association of the United States and of the National Shoe Wholesalers' Association of the United States.

Monday was British and Canadian Day and National Leather and Shoe Finders' Day. Tuesday the United Shoe Machinery Company took the visitors on an automobile trip to the company's model plant at Beverly, twenty miles up the North Shore. Wednesday, closing day of the Fair, was given over to the New England trade organizations.

The Boston daily newspapers gave marked attention and almost unlimited space to the Shoe and Leather Fair, and the importance of the benefits to be derived from it.

MEDIUM TOE LAST THE MOST POPULAR

A Brandon managing director of the Brandon Shoe Co., Limited, Brantford, and president of the Ontario Boot and Shoe Manufacturers' Association, recently returned from a business trip to the Eastern States, looking over the styles and investigating general trade conditions in the leading shoe centres. Discussing the outlook and fashion tendencies, Mr. Brandon stated to the *SHOE AND LEATHER JOURNAL* that in his opinion, the leading lasts for Spring would be the medium toe.

"The English toe," he added, "is not as popular to-day as it was a year ago. The factories are introducing the medium toe last, but the merchants are loaded with the English shoes, and it will take some time before their stores are cleaned out. Colored leathers, mahogany and brown, will be heavy, and patent leather exceptionally heavy. The old stand-by, gun metal, will be still in the lead. Fabric tops are selling heavily and also white nubuck shoes with rubber soles and heels for street wear for ladies' and men's shoes.

"I found conditions very slow across the border. Improvement is not looked for until another crop is taken off, but this crop will only temporarily relieve the situation. We evidently have another year of dull times ahead. The leading lasts for the coming season will be the English and the medium. The English last is not taking hold except in the large centres, and will still hold there for two seasons more. The Canadian merchants are slower in seizing on anything new than they are on the other side. The wise merchants are leaving the English last alone if possible,

and only buy what will do for immediate business. The medium toe will last, and will be the leading shoe for the next few years.

"Prospects for the coming season in Canada look promising, and we trust when the travelers go out with their Spring samples, that business will be good for the coming season," concluded Mr. Brandon.

HAS MANY FOOTWEAR TROPHIES

Among the trophies of a tour which Will C. Rising, of Waterbury & Rising, St. John, N.B., brought home with him after three months on the other side of the Atlantic, was one of the most interesting collections of ladies' and gentlemen's footwear that has been seen in Canada, says the Maritime Merchant. Mr. Rising went for pleasure, but he visited various centres of production of the line of manufactured goods in which he is most interested, and brought samples home, not for the wholesale trade but to give the people of St. John an idea of the styles of footwear that are most popular in Europe at the present time. It is safe to say that most of the lines have not been shown in Canada before.

Mr. Rising visited the chief cities of Germany, Austria, France, and Britain, and as he was three months on the other side he was able to get the views of the leading shoe merchants of the various centres visited. He found, moreover, that they were most courteous and obliging, answering all his questions. The "Merchant" man, as he talked with Mr. Rising, was able to gaze upon a very striking and beautiful display of ladies' footwear, which included English, Austrian, French and German.

The English goods included patents, and slippers in silk, satin, corded silk, brocade, ruffle slippers, which are the latest London style. Tango brocade, tan suede, blue suede, and a bronze kid that is very popular. These goods showed the Louis heel, the modified Louis heel and the military heel.

The Austrian goods included brocade, satin, high Tango, Bulgarian patterns in many colors, with the Louis heel in different heights; fancy velvet, figured silk, Mule slippers, and also the typical Austrian last in gold kid. The variety of colors, as well as styles in these goods was very striking.

The French goods included brocade, fancy Mule, fancy Brocade, high Tango, Bronze, colonial style in fancy brocade with moderate Louis heels; black silk in colonial styles,

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FOR SALE—Shoe business, on Granville street, Vancouver, B.C. Established seven years. Good lease, clean stock, and up-to-date windows. Stock, fixtures, etc., about \$7,000. Box 81, *SHOE AND LEATHER JOURNAL*, Toronto.

THE OWNERS of patent No. 140,634 for Shoe Shining Machine desire to negotiate for sale of rights in Canada. Address inquiries to Benjamin, Roodhouse & Lundy, Marquette Bldg., Chicago, U.S.A.

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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

suedes in grey, purple, tan and black, gold kid pumps, patent pumps with gold kid trimming and buckle to match, a new style of slipper with side buckle, white canvass Tanguos and slippers, white strap slippers with side buckles, white suede, three button Oxfords, patent Oxfords, with black suede top with gold kid binding and gilt buttons.

There was also a fine display of men's high class footwear in all leathers. The lot included a special boot for wading and fishing, with calf skin foot, leather sole, rubber from ankle to hip, lined with special calf skin. This is a very expensive boot, costing about \$30 per pair, delivered in Canada. With regard to the ladies' slippers, it was observed that they were all moderately high priced.

Mr. Rising said that owing to the difference in lasts and the uncertainty of delivery the old country boot and shoe houses cannot hope to do much business with Canada. In nearly all the cities visited he saw American shoes advertised such as the Sorosis, the Dorothy Dodd and other lines familiar on this side. In the higher priced lines of footwear the lasts are now becoming more like ours, but in the cheaper grades each country clings to its own style.

While in Paris Mr. Rising enjoyed a trip in an airship starting from the flying grounds outside of Paris and going around the Eiffel Tower at a height of 800 feet, and looking down on Paris. It was a wonderful sight, and very inter-

esting. He says the airships make two trips regularly every day, and seem to be well patronized.

STUDY ALL FOOT TROUBLES

Study feet and foot troubles. They are part of your stock in trade. Do not pose as a surgeon, but as a clerk who can offer intelligent advice and suggestions to customers who need both. Learn the causes of broken-down arch, flat foot, corns, bunions and callouses. Try to aid your customer in avoiding them or in correcting them.

"I have never known a man to rise rapidly, or even to get beyond mediocrity, whose pay envelope was his goal, who could not see infinitely more in his work than what he found in the envelope on Saturday night. That is a mere incident, a necessity; but the larger part of the real pay of a real man's work is outside of the pay envelope.

"The quality which you put into your work will determine the quality of your life. The habit of insisting upon the best of which you are capable, of always demanding of yourself the highest, never accepting the lowest or second best, no matter how small your remuneration, will make all the difference to you between failure and success."—O. S. Marden.

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Best for sock linings, as they never loosen.

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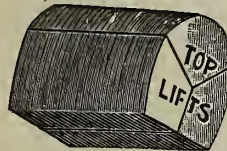
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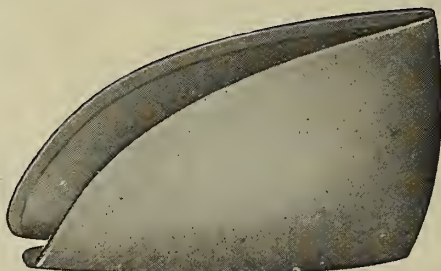
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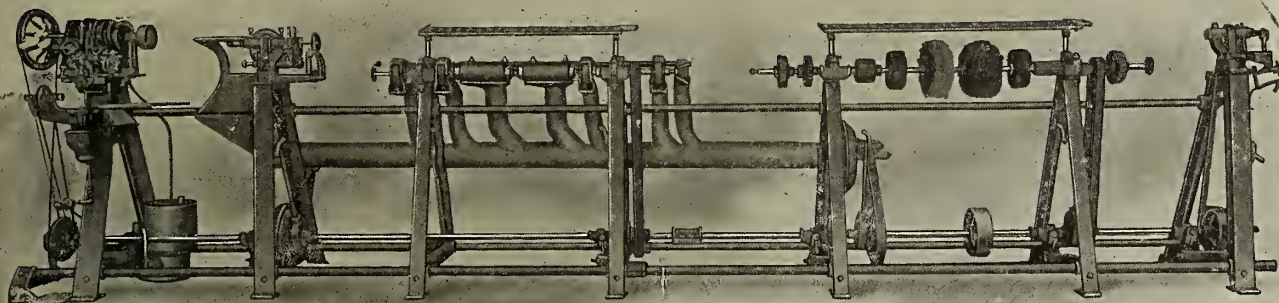
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| 2 Split Bottom Buffing Rolls | 2 Flat X-Ray Heel Scouring Wheels |
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showing

The most complete and up-to-date range of Spring Styles we have ever put on the market.

Every season is a step in advance with us, and the array of styles in all lines that we are showing for next Spring's retail selling certainly 'caps the climax.' In a later ad. we will go more into detail, but speaking generally we urge every retailer in Canada to see Ames-Holden-McCready shoes before ordering for Spring.

Sort up Now From Our IN-STOCK Department

We can supply all your needs in the majority of our special lines on very short notice and in our various lines of quick selling staples as well. It will pay you to do business with a house from whom you can order a complete line. It saves trouble and guarantees efficiency.

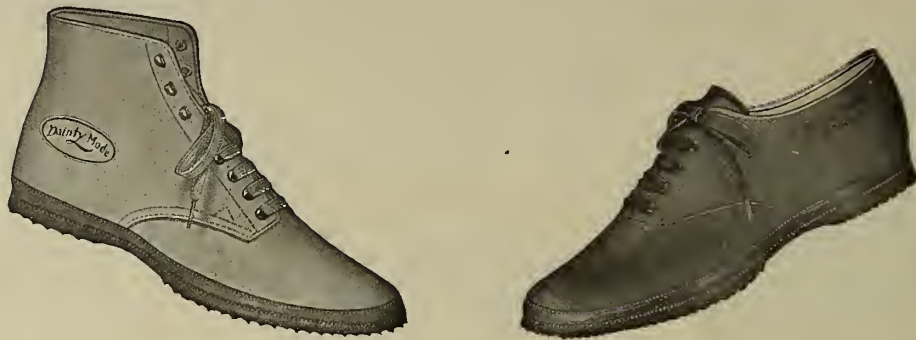


Ames-Holden-McCready

LIMITED

Montreal St. John Toronto Winnipeg
Calgary Edmonton Vancouver

"The Big IN-STOCK House"



“It’s *NOW* or *NEVER*”

THE outdoor sporting season is swiftly drawing to a close.

But the few weeks left can be made mighty profitable if you place your order for **ROYAL** and **BULL DOG TENNIS** shoes **NOW**.

Send in your orders marked **RUSH** to any of our Agents. You are assured of prompt delivery.



The Independent Rubber Co. Limited

MERRITTON - - - ONT.

The Amherst Boot & Shoe Co., Ltd., Amherst, N.S.
 The Amherst Central Shoe Co., Ltd., Regina, Sask.
 A. W. Ault Co., Limited - - - Ottawa, Ont.
 Garside & White - - - Toronto, Ont.
 Kilgour, Rimer Co., Limited - - Winnipeg, Man.
 The J. Leckie Co., Limited - - Vancouver, B.C.
 The London Shoe Co., Limited - - London, Ont.
 McLaren & Dallas - - - Toronto, Ont.
 James Robinson, - - - Montreal, Que.

Doctors
 ANTI-SEPTIC
 SHOE
 PAT 1906 1909 NON
 PERSPIRO



Wears well on a country road—
 looks good on a city street

THE immense popularity of the Doctors Shoe is due chiefly to its versatility. It readily adapts itself to all weathers and conditions.

It has a dressy appearance that harmonizes with the the most delicate surroundings; yet it may be worn with

comfort and ease on rough country roads and gives excellent service.

It has a patented waterproof upper that you won't find on other shoes.

It thoroughly satisfies the man who expects style, fit and service from the shoes he buys.

TRY A FEW PAIRS OF THE DOCTORS SHOE
 AND WATCH YOUR SALES INCREASE

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



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

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

United Shoe Machinery Co. of Canada

MONTREAL, QUE.

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC



Our Cleopatra Pump

—It sells on sight—

¶ This is but one among a large number of stylish, high-class shoes for both men and women, that have made the name J. & T. Bell synonymous with **superlative quality**.

¶ When you say, "This is a Bell Shoe," no hall-mark of excellence is necessary.

J. & T. BELL, LIMITED

MONTREAL, CANADA

Makers of High Grade Footwear

and

Sole Makers of the Dr. A. Reed Cushion Shoe.

IT WILL PAY YOU
TO SELL
AND RECOMMEND

FLEET FOOT

SHOES
FOR
EVERY SPORT
AND RECREATION

Canadian Consolidated Rubber Co.
LIMITED

MONTREAL, P.Q.

28 Branches Throughout Canada

Comfort for the Kiddies Means Dollars for YOU

You can win the confidence of the mothers in your locality by giving their kiddies foot-comfort, and incidentally add to your own profits, if you sell them

The "Classic" Shoe for Children

They will please the children because they never fail to give a comfortable, easy fit. And when the mothers need footwear for themselves they'll come to your store with the full assurance that you can give them equal satisfaction.

Sell the "Classic" shoe—it means more satisfaction to your customers, and bigger profits for you.

GETTY & SCOTT, LIMITED

Manufacturers of "Classic" Shoes

GALT, ONTARIO

Right Up Among the Leaders!



FLEX-WELT

Note where the shoe bends.

The FLEX-WELT shoe shown above has stood the test of time and competition in a remarkable way, and is still one of our large sellers.

This is a very modest appreciation of the new Kingsbury range of Spring styles. In many cases it would be better to say they are considerably ahead of competition.

Price considered, we are safe in saying that the Kingsbury line for Spring 1915 is in a class by itself. The three splendid sellers shown here are only a

hint of what is coming when our travelers start out in a fortnight or so. More details later. Watch for them.

Kingsbury Footwear Co.

Specialists in Ladies' Footwear

Limited

M o n t r e a l



Another of our rapid sellers—one you should carry on your shelves.

THE hold that KINGSBURY and AMERICA'S BEAUTY Shoes have on the trade is astonishing. A "shelf-warmer" in our lines is so rare as to be *almost unknown*. One order will prove the truth of this assertion.



No. 519—Patent Colt Vamp. Brocaded Quarter, Spanish Heel. No. 49 Last.

PATON'S
Sole
Sewing
and
Wax
Machine
Threads



NONE
BETTER

PATON'S
Extra Quality
LINEN THREAD

Gold
Festival of Empire



Medal
Crystal Palace,
London, 1911

LINEN THREADS UNLESS GOOD IN QUALITY
ARE NOT CHEAP AT ANY PRICE.

BEST FOR STRENGTH, SMOOTHNESS AND
FAST DYE IS PATON'S EXTRA QUALITY

WILLIAM PATON, LIMITED, has no connection
with any trade syndicate or trust.

SOLE AGENTS:
GEO. D. ROSS & CO.
MONTREAL and TORONTO

PATON'S
SOLE SEWING WAX MACHINE THREADS
NONE BETTER

It's over half
a century ago

since the first "Yamaska" was made. Today "Yamaska" brand is generally acknowledged to be the most popular line of staples on the Canadian market.

Over fifty years of shoe-making experience is behind every "Yamaska" produced in our factory, and is an absolute guarantee of perfection and utter reliability.

Handle them for greater satisfaction and bigger profits.

LA COMPAGNIE
J. A. & M. COTE
ST. HYACINTHE, QUEBEC



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

MANUFACTURED BY
THE RAMSFELDER-ERLICK CO.
 CINCINNATI, OHIO.

ALL LIVE DEALERS HAVE THEM. WHY NOT YOU?

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

EUREKA!!

We can now furnish the glove manufacturers a cream colored, full grain glove horsehide. The leather is made in weights suitable for gloves or mittens and we suggest that you cut P. & V. Eureka Glove Horsehides hereafter.

PFISTER & VOGEL CO.
85-87 South Street = = Boston, Mass.



Colonials Will Be Very Strong This Season

—and remember that McDermott Colonials have a peculiar grace and style all their own. They sell rapidly on looks plus **quality**.

The sorting business we are doing proves this.

Watch for later announcement re Spring styles.

THE McDERMOTT SHOE CO.
Women's Shoe Specialists -:- MONTREAL

The Gritzner Hand Soling Sewing Machine



Read what they Say!

Toronto, May 29th, 1914
No repairer should be without one.
 I can fully recommend the Gritzner Sole Sewing Machine. It is a machine no repairer should be without.
 Yours truly,
 A. Mason, 194 Geary Ave.

West Toronto, May 29th, 1914
Pleased with the work.
 Having purchased one of your Gritzner Hand Soling Machines we have found it satisfactory and are well pleased with the work.
 Yours truly,
 The Irvine Shoe Co.

Toronto, May 28th, 1914
A Great Invention
 I find that the Gritzner Machine for sewing on soles purchased from you some time ago is a great invention. I cannot speak too highly of it and the work it does.
 Yours truly,
 J. H. Thompson, 45 Hallam St.

OUR TERMS

\$85.00 net spot cash or
 \$25.00 cash and \$10.00
 Monthly instalments totalling - \$95.00

Write for descriptive booklet.

AGENTS FOR CANADA

C. PARSONS & SONS, LIMITED

LEATHER FINDINGS
 79 Front St. E., TORONTO

F. G. CLAKE, President
 C. E. CLARKE, Vice-President and Treasurer
 Established 1852

Manufacturers of SHEEPSKINS Of all kinds

Our sheepskins have been the standard for quality and colors in Canada for over thirty years

Clarke & Clarke, Limited

General Offices & Works
 Christie Street, Toronto

City Office & Warehouse
 63 Bay Street, Toronto

BRANCHES
 137 McGill Street, Montreal
 G. S. HUBBELL, Agent
 553 St. Valier Street, Quebec
 RICHARD FRERES, Agent

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

You've still time

to add to the Summer season's profits. There are still a few weeks to run before the season closes and it doesn't pay to be out of any particular line just when your customers want it.

And you don't have to overload yourself to keep your stock in good shape. Just connect up with my big in-stock department and get what you want, when you want it.

The same applies on your Fall sorting orders.

JAMES ROBINSON
182-186 MCGILL STREET, MONTREAL

Black Chrome Sides

Blue Back Waterproof Stock

Tan Chrome Sides

Dark Brown Waterproof Stock

Pearl Chrome Sides

For Moccasins

"Elk Sides"

Light Tan, Dark Tan and Black

Chrome Sole**Gusset Splits**

Black, Tan, Olive, Drab



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

Fraser River Tannery, Limited

New Westminster, British Columbia

Exclusive Selling Agents:

CHICAGO TANNING CO.

MONTREAL, QUE., 59 St. Peter Street

CHICAGO

130 W. Michigan St.

NEW YORK

34 Spruce St.

BOSTON, MASS
128 Summer St.GLOVERSVILLE, N. Y.
11 Cayadutta St.ST. LOUIS, MO.
619 E. Eighth St.**The R. M. Beal Leather Co.**

Limited

Lindsay, Ont.

MAKERS OF THE CELEBRATED

John Bull**Larrigans**

and

Leggings

Give us a trial
order and be
convinced.



No. 13
14 in. leg.

RETAILERS Your Attention

is now directed to the finest product
in Men's Footwear to retail at

\$5.00

allowing a liberal profit to the dealer.

\$6.00 service to the consumer for **\$5.00**

All leathers and styles at one price.

BENCH MADE, containing style, workman-
ship and materials found in \$6.00 shoes.

—Excellent Values—

Our traveler is coming

FRANK W. McKEEN

Formerly The C. E. McKeen Co. Regd.

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.

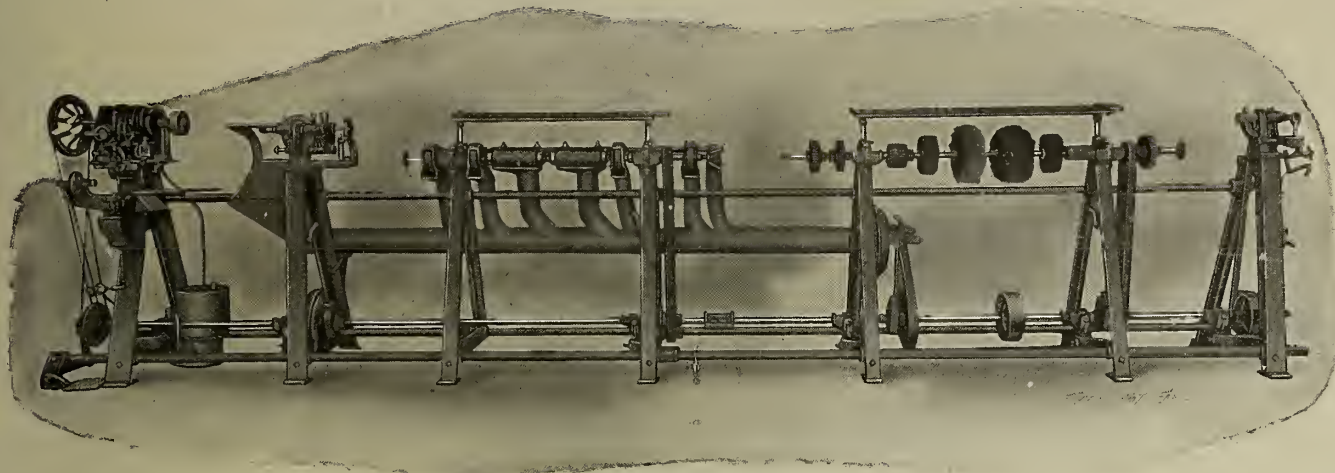
**Marden, Orth &
Hastings Co.**

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

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

MR. RETAILER

¶ The Cook-FitzGerald line for Spring and Summer will be memorable.

¶ There will be many new lasts and patterns and all the latest novelties.

¶ ASTORIA, LIBERTY and TECUMSEH shoe will as usual show the way.

THE COOK-FITZGERALD CO.
Limited
LONDON, ONT.

SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

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Publishers of: Baker and Confectioner, Furniture Journal, Painter and Decorator, Ready-to-Wear, and Men's Wear

Vol. XXVII. No. 15

TORONTO, AUGUST 1, 1914

\$1.00 per Year — In —
Advance
Foreign Subscription, \$2.00

Numerous Novelty Patterns in Women's Spring Styles

Color Combinations, Shorter Vamps, the Stage Last, Plain Toes and Smaller Ornaments are to the Front—Shiny Leathers Will Still Lead—Colonials Likely to Have Big Call—Medium Full Toe in Men's—Popularity of Bals Continue

The rapidity with which the seasons pass may be gauged by the frequency with which shoe selling periods come around. No sooner does it appear that travelers have covered their respective territories than, within a very few weeks, they have to start out again with a complete new range for the coming season.

The question now uppermost in the minds of manufacturers, wholesalers and retailers is, what about styles for the

appreciation of the needs of his trade, he can steer clear of many mistakes in advance purchases.

Style Becoming Biggest Factor

In the retailing of footwear, particularly in the larger centres, the style question is becoming more and more an acute and important factor and requires as minute and careful attention as the financing of a business, the service of the store or the annual inventory of stock. Much advice has been given in the past on buying and possibly no two men adopt exactly the same methods. There is, however, often too much concentration given to the selling end of shoes, and too little application to the buying. It is an old



WOMAN'S PATENT CLEOPATRA, CLOTH QUARTERS, SPOOL HEEL, SMALL STEEL AND RHINESTONE ORNAMENT—BY PERTH SHOE CO.

spring and summer of 1915? The majority of Canadian factories have their spring samples completed or well in hand and before the close of the present month representatives will be touring the West with the most up-to-date ranges of men's and women's footwear that have ever been presented to the trade.

What changes are to be made? What is new in the way of lasts, toes, heels, patterns and materials. The query is one of much moment to everyone connected with the trade. In accordance with its usual custom, the SHOE AND LEATHER JOURNAL endeavors to supply some pointers on styles and style development for those who are studying the trend of footwear fashions for the coming season. The fundamental alterations are now apparent in many of the samples shown and if proper consideration be given to current presentations and the buyer has a good knowledge and intelligent



WOMAN'S BUTTON, PATENT FOREPART, DULL CALF FOXING, BROCADE TOP, SPOOL HEEL, SMALL STEEL ORNAMENT—BY KINGSBURY FOOTWEAR CO.

saying that "goods well bought are half sold," and the truth of this is never more apparent than at the present time.

The buyer should have confidence in his judgment based on past experience and an intimate acquaintance with the

lines on his shelves as well the requirements of his patrons. He should not let his own likes and dislikes run riot with him. Neither should he listen entirely to the persuasive pleadings or so called authoritative utterances of a salesman. In every



CASTLE PUMP, PATENT FOREPART, CLOTH QUARTERS, SPOOL HEEL, WIDE INSTEP STRAP—SHOWN BY BLACHFORD, DAVIES & CO.

case the buyer is a master of his fate and should he get loaded up with a lot of dead stock or unsaleable stuff he has, in the great majority of instances, only himself to blame. Perhaps he has not ordered his goods in time and given the factories a chance to make prompt delivery, or he has dilly-dallied along until the last moment waiting to send in the sizes and widths or to see what styles would prevail. It may be then he has come to a hasty conclusion and received the goods too late, thereby disappointing customers or missing sales.

Of course, the greatest changes in styles this season, as in previous ones, will be in feminine footgear, which affords the makers more scope for fancy materials and combinations and expression for ornamental and even far-fetched effects. It is exceedingly difficult to present a comprehensive review of all that leading Canadian manufacturers will offer, but there are certain unmistakable signs that afford a basis for style study and should assist the buyer in judging and choosing intelligently and discriminately. In the first place, it may be stated that there is no definite or eminent style authority in footwear. If any manufacturer, wholesaler, or retailer could speak with unerring accuracy and reliable prophesy regarding what fickle fancy would adopt, his fortune would be made indeed. He could retire tomorrow with a competence sufficient to end his days, free of any of the worries or perplexities incidental to the shoe or any other trade.

Tendency to Shorter Vamps

It will be remembered that last season vamps were never so long and drawn out, in fact the elongated, pointed recede



GUNMETAL OXFORD, MEDIUM ROUND TOP, BLIND EYELETS—BY E. T. WRIGHT & CO.

toe seemed to have reached its climax. Now reports from various parts of the Dominion indicate that the extremely long vamp button boots has not taken well with the trade, except in a very few centres. This year the tendency is in the direction of shorter vamps and three or four new lasts

are being strongly featured. A short vamp with a slight receding toe, a new round toe last with the modification of the stage last, the stage last and a short, rather square effect French last. It is expected that the new round toe last, which is medium high and carries a short vamp, will be a strong seller. Many foreparts are shown without tips. Short vamps give the foot a smaller appearance and heighten the instep effect.

Of course, the button boot will still be in the lead. In fact, ninety per cent. of the samples of leading makers of women's shoes disclose about the same number of buttons and the same height of leg as last season. The popular leather will be patent as usual, with gunmetal a close favorite. One leading firm anticipates an increased demand in kid shoes. The button boot with the full cloth quarter has taken very well during the past season and is likely to prove a good seller for spring. So far as tans are concerned no attempt is being made to push them, and whatever showing there is will be of a mahogany or nut brown shade. It is expected that fancy brocades will still meet with a generous measure of appreciation, while suedes of various kinds and kids will also be used for toppings.

Colors of Softer Tone

It is predicted that colors this year that will be the most saleable will be of the softer tones such as fawns, brown, champagne, taupe, etc. There will, of course, be many vari-



NUT BROWN TAN BAL, RECEDING TOE, BLIND EYELETS, FLANGE HEEL, STRAIGHT TIP

ations in patterns. There are noticed the whole quarter overlay and also the underlay panelled effect, as well as the shoe with the Cleopatra front, etc.

In heels there is not likely to be much change. They will be high on all up-to-date shoes. The full and half Louis, Cuban-Louis, the Spanish, the spool and the Cuban heel, together with variations and modifications, will still be featured. Several manufacturers have got out new types of pedestals which they have give a special name. Some of these are of wood and others of leather. Twelve to fourteen and fifteen buttons seem to be a popular number this season. All manufacturers are making an attempt to give the high cuts a light, airy and dainty appearance. In fact, Canadian shoemaking has evidenced rapid strides during the last three or four years in imparting to women's shoes that touch of grace and snap which characterizes the product of leading producers in the great shoe centres of the world.

Turns will be strongly in demand. In fact the popularity of the turn shoe is increasing season by season and more manufacturers are devoting their attention to this class of bootwear.

With respect to low cuts the Colonial will still be a prime favorite, while the new Cleopatra pump is being shown by many Canadian manufacturers. In these the short, pointed toe, the new round toe and the medium long recede toe are being displayed.

One noticeable feature this year is that low cuts gener-

(Continued on page 35)

Do You Know Cost of Doing a Shoe Business To-day?

Retailer Should Mark All His Goods at Least Ten Per Cent. Higher Than Cost—Real Cost of a Shoe is the Price Charged by the Manufacturer Plus Expense of Merchandizing the Shoe—The Fallacy of Fixed Prices.

"In discussing the important subjects of the cost of doing business, the question of legitimate profits, and the fallacy of fixed prices, I desire to say, as a general proposition that at least 75 per cent. of all shoe retailers are doing business and tackling the proposition of the distribution of shoes without having their eyes wide open and without knowing exactly the results of their work. They are doing business to a large extent on a traditional basis, on lines laid down by customs that have been outgrown," said A. H. Geuting, of Philadelphia, secretary of the National Shoe Retailers' Association, at the recent special meeting of the Association held in Boston during the big Shoe and Leather Market Fair.

"Our forefathers in retailing shoes were really wiser than we are to-day because they knew exactly what it cost to do business and they established selling prices that yielded a fair profit. We, as descendants, have the old established retail prices as the basis of our profits, in spite of the fact that the cost of retailing has since been increased. We are to-day in the same position that a manufacturer would be who ten years ago made a shoe for \$2.25 and was attempting to reproduce the same shoe to-day for the same price. We can all understand where he would get off at.

One Retailer's Big Mistake

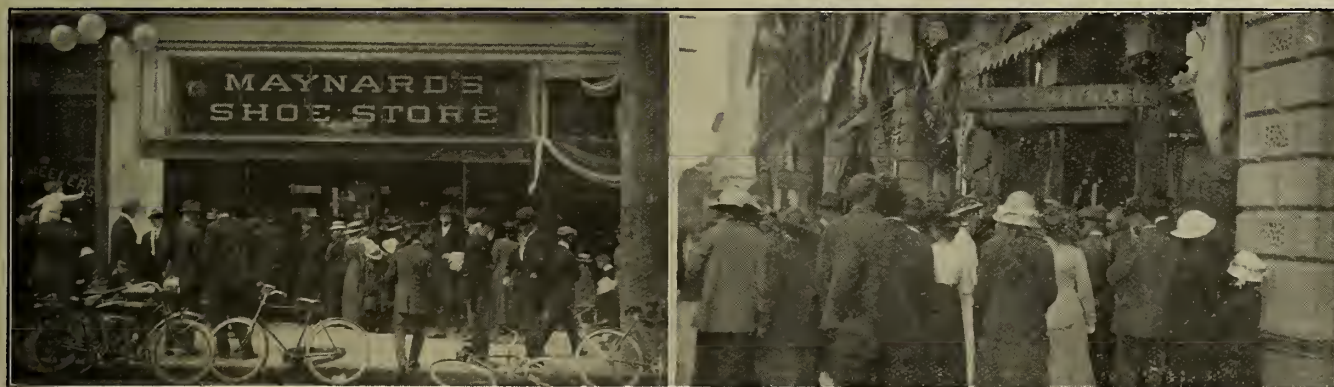
"A short time ago, in conversation with a retailer, I asked him what it cost him to do business. He replied that he was able to retail shoes on a basis of 20 per cent. It struck me that that was very low. I began to quiz him a bit and I asked him how much his rent cost. He replied that he owned his property. Then, I said, 'What does your money cost you?' He answered, 'I have more money than I know what to do with.' He said he would rather use it in his business than have it draw 3 per cent in the savings bank.

"This man failed to appreciate that he could rent to someone else the building that he owned, that he could loan his money on good security for 5, 6, or even 7 per cent, and that that was a distinct cost of doing business, yet he failed to take any account of it. When the facts were learned of what it really cost him, I found that the actual cost of his business amounted to 27 per cent. instead of 20 per cent.

Expenses that Must Be Figured in the Cost

"I have written on the blackboard 14 items of expense that must be figured in the cost of doing business, and if you have been conducting your business without figuring these expenses, you are figuring without knowing what it costs you to do business. There are, of course, certain expenses that may not exist in certain concerns. For instance, some dealers do not advertise. As a matter of fact, every dealer does advertise to some extent, but because one does not advertise in a general way he may charge to 'expense' the little literature that is sent out. There may be some other items also, such as delivery charges, that may not be an expense to your business.

"However that may be, I want to give you a concrete example of the actual cost of doing business for a store that represents a large class. In a general way, I might divide the retail shoe stores of the United States into three classes. There are stores that do their business on a basis of from 15 to 20 per cent. These are third or fourth class stores, in small communities, where store service, rent, and every other consideration given to customers is at a minimum. The next class are merchants who do business in the neighborhood of 25 per cent. or less. These are merchants of which there are very few in large metropolitan districts. If they are located in these districts they are found in sections where the high cost of present day retailing has not overtaken them and where they can avoid such charges as 'delivery,'



ENTERPRISING WESTERN SHOEMAN HOLDS A "DOLLAR DAY"

"Dollar Day" is often held by the merchants in many towns at certain seasons of the year, when business men unite and widely advertise the event. Believing what is good for the masses is also good for the individual, James Maynard, shoe dealer of Victoria, B.C., who conducts two live stores on Yates and Douglas Streets, got up a "Dollar Day" a few weeks ago.

Was it a success. Just look at the crowds of people on the outside of the two establishments as seen in the accompanying picture. Throngs were waiting at the entrance to get inside, and the interiors presented a much busier scene than even the exteriors. The crush was so great that patrons had to be let in, in contingents. The front doors

were locked and the back doors were used as exits. Mr. Maynard reports that they sold hundreds of pairs of shoes on that day at one dollar per pair, and many persons got real bargains. The proprietor made it a rule, which was distinctly stated in his advertisements and other announcements, that no footwear sold at that figure would be exchanged. The congestion was so intense that no attempt was made to fit the shoes on customers. A record business was done and at the opening hour in the morning the groups were even denser than shown in the photograph. Mr. Maynard is well pleased with the result of his first "Dollar Day" and reports that he got rid of a lot of odds and ends and shelf warmers. The sale lasted just one day.

'advertising,' and other expenses that the first-class merchant is bound to engage in.

Why Costs Vary Among Different Stores

"The last class is the big metropolitan merchant, whose store is located in the heart of the big, throbbing centres—whose intelligence and business ability have to be of the first order. Here we find the expenses to run up to 30 per cent., sometimes over and sometimes a little under.

"Now I have chosen to illustrate the store that does business on a basis of 25 per cent., and I shall give you the various costs for the year and explain how they are made up. As you run down the various items of expense there may be some which differ in degree; in some stores they may exceed the figures I have shown here; in some cases they may be less. Some merchants are able to save on one item and are compelled to spend more on another, but in the main it costs them 25 per cent. to do business.

"Here I want to show you the importance of knowing what a man means when he says he does business on the basis of 25 per cent., and how easily it is to get fooled on this proposition. It is an old saying that figures can't lie, but that liars figure. Here is a case in point:

Concrete Example of Figuring Cost

"If a man does \$100,000 business and it costs him 25 per cent. to do that business, it means that it costs him \$25,000 per year to conduct his store. Deducting \$25,000 from \$100,000 shows that he received \$75,000. Now, if his merchandise cost him \$75,000 and he received \$75,000 for selling it, he has not made a dollar (excepting his salary and the interest on the money employed in his business), provided he has figured correctly. He has purchased merchandise at 75 cents and sold it for \$1.00, thinking that he made 33 1-3 per cent. and that as his cost, as shown above, figured 25 per cent., he was making money.

"The proposition is very simple and yet it fools thousands of merchants. As a matter of fact, you who know understand thoroughly that 33 1-3 per cent. of the cost of merchandise is exactly the same as 25 per cent. on the selling price.

Right Way to Figure Costs

"It seems to me that the best way to figure this proposition would be: If you bought a shoe for \$3.00 and it cost 25 per cent. to do business (which means 33 1-3 per cent. on the cost), you should add this cost to the shoe. This would make your \$3.00 shoe really cost you \$4.00. To get your profit you must add to this whatever you desire to make. In other words, the real cost of a shoe is the price charged by the manufacturer, plus the cost of merchandising the shoe wherever you happen to be located. A dealer will never make any profit until he recognizes this fact, knows it, and marks his merchandise on that basis.

"This leads up to a second question, 'What are legitimate profits?' This is a matter that must be left entirely to the discretion of every dealer. I might say, personally, that if I was sure of a net 5 per cent. profit on my business every year for the next twenty years I would be perfectly satisfied, yet if I were doing business in Nevada or Alaska I would think it entirely inadequate. This is a matter every dealer must settle for himself.

Figure to Get at Least 10 Per Cent. Profit

"I am going to make a proposition that we consider this question of legitimate profits on a basis of 10 per cent. Most people think that a specialized business ought to return a profit of 10 per cent., and I am going to advance the proposition that you ought to mark your goods at least 10 per cent. higher than your cost; and I wish to assure you at the same time, that in nine cases out of ten, that ten per cent. will shrink to five, or to 7 at least, for there are so many

things that come into business other than what you have figured on at the beginning of the year, that you will never be safe unless you allow for such incidentals. I make this statement in order to be fair to the public, fair to yourself and fair to the trade in general, that when it costs you 25 per cent. to do business you are entitled to mark your goods on a basis of 35 per cent., or a net profit of 10 per cent.

Where is this going to land you? It will land you at the end of the year with a safe margin in your cash box, or a balance on the right side in the bank. You will be able to hold your head up as a successful merchant. You will be touched with an enthusiasm that only comes to those who have tasted success in business. You will be in the position of the man who has been playing a game of whist, or a game of any kind and who has proven his ability to win. Confidence, enthusiasm and legitimate pride are born from no other source than a successful turn of your profits. Without it there is gloom, depression, worry and all the other negative qualities that produce failure, disability, loss of health, etc.

"Fallacy of Fixed Prices"

"The third point of my discussion is the fallacy of fixed prices. On page 10, of the Conference Report which has recently been issued by the N. S. R. A., there is a heading, 'The Science of Retailing vs. Fixed Prices.' I wish everyone here would read that chapter and have it as a subject of debate in your local association. It is the foundation upon which the success of your business depends. It is a wrong principle of business to overcharge a customer, and it is a wrong principle of business to not make a profit. The science of business lies in charging a correct price for your merchandise. It will obviate failure, it will secure legitimate service and will square itself with market conditions and the demands of the trade at every turn.

What is Meant by "Fixed Prices"

"Let us see what we mean by fixed prices. To-day every shoe, in every leather, no matter what the circumstances might be in favor of one or the other, are usually sold at one price. In other words, a man figures that he must have all kinds of shoes at \$3.00, at \$4.00, at \$5.00, etc., and that he cannot have any shoes at \$2.75, or at \$3.25. Now this rigid rule interferes with scientific manufacturing and scientific retailing, for often 5 cents will make or break a shoe and it must be thrown aside because it will not come under the fixed price rule.

"I have known retailers to throw out first-class lines because a legitimate 5 or 10 cent advance was asked for the shoes in the belief that they could not get any more than a certain fixed price for these same shoes, and I have known good manufacturers to ruin their product to meet these conditions. Think of the humiliation it is for a great trade—the great industry of shoes—to not be able to get an honest advance of 5 or 10 cents when the market conditions warrant it! Is there not something wrong with the mind that controls a business when shoes are deliberately gutted of their worth, or tried and true lines of shoes are thrown out because of the increasing cost of leather? Why, the small grocery dealer knows better than that. He seldom quotes eggs at the same price for two successive days.

Absurd System that Should Be Forgotten

"In my own business I have had my clerks rising almost en masse protesting against the advance of a shoe on which they had built up trade at a certain price. Just stop and consider how absurd this system of retailing is, how absurd we have built it. Does the butcher ever consider that meat must be sold at the same price week in and week out, day in and day out? Is this true in any other trade but shoes?

"Let us see how much more scientific is the system that I propose to-day; and I wish to say in recommendation of this system that I am practicing it in the face of compe-

tion of the keenest sort and I have no trouble whatever. I started my business new, five years ago, and I made up my mind that I should not be bound by any rules that interfered with the successful retailing of shoes; that when five cents counted in the shoe that it must be put there, and I made my retail price bend entirely to the best manufacturing results. This is the way I do it:

"We will go back to my original illustration of a 25 per cent store. Twenty-five per cent plus 10 per cent equals 35 per cent. Thirty-five per cent on merchandise sold at \$1.00 yields 35 cents, leaving 65 cents to be paid for the merchandise. When you sell merchandise that costs 65 cents for \$1.00 you are making 35 per cent., which equals 54 per cent on the cost. Therefore, you must make 54 per cent on the cost of your merchandise.

Modern Way of Fixing Prices

"Now, let us take an article of merchandise that costs \$2.75. Fifty-four per cent of the cost yields \$1.48½, which added to the cost of the shoe makes the shoe figure \$4.23. Now I do not advocate splitting nickels, but that shoe should be sold for \$4.25. Suppose that a tan shoe costs 10 cents more, or \$2.85. On this basis, this shoe would figure \$4.39. Is there any reason why that shoe should not retail at \$4.40?

"I might go on multiplying examples of the cost of other kinds of footwear. For instance, take a slipper that costs you \$1.00. The right cost on that slipper is \$1.55. Is there any reason why you should not get \$1.55 for that slipper? Suppose the same slipper with a strap costs 5 cents extra. Is there any reason why you should not get \$1.65, instead of forcing these shoes down from a clerk's standpoint and make a strong line at \$1.50 so as to clean up the market, as the old saying goes. All that is required to put this principle into practice is courage, and conviction that it is right merchandising. Mark your shoes accordingly to the system I have explained and as sure as this year rolls 'round you will have made a profit.

"Doing business on the other plan, giving away 5, 10 or 15 cents here and there in order to establish uniform prices is where ruin comes in. It is where you fail to get your profit, and it is where you fail to be able to give an honest product to your store because of an advance in prices. You will be surprised how easy it is, after all, to establish the system, provided you make up your mind to do it.

"Let us see just how you would feel about this proposition when you put it in force. I have known shoemen to lose a night's rest because they had broken the rule of selling a \$2.25 shoe for more than \$3.00. But suppose he looks at the cost of his shoe from the standpoint illustrated, namely, that a \$3.00 shoe really costs him \$4.00, do you think he can feel in any way conscience stricken by getting a little above that, say \$4.40? Certainly not, and no customer who comes to his establishment expects him to do less, whether he gets it or not.

Get a Net Profit of 10 Per Cent.

"With this system in force you can repeat Longfellow's words in 'The Village Blacksmith:' 'He looks the whole world in the face for he owes not any man.' When you are paying your bills and conducting your business on first-class lines, giving your trade efficiency and high-class service, which can only be rendered after long years of experience, then you should insist upon making a net profit of 7 per cent. Is there any man in your community who would dare deny you this profit? How few business men are there in this world to-day who do not feel that you are making a great deal more? Are you not cheating the community in which you live when you are not making this return on your business?

"All I ask of you to-day is to consider these matters and when you return to your respective homes to figure it

out for yourself, I hope I have left just one little thought in your mind that may give you a new point of view on the question of a proper system of figuring costs, legitimate profits, and the fallacy of fixed prices.

New Method in Merchandizing

"Twenty-five cents each or three for one dollar." So read an announcement in the last issue of the SHOE AND LEATHER JOURNAL in reference to shoe cuts, which caused some merriment among our readers. Of course, the first named figure was a typographical error and should have read thirty-five cents each. The slip, however, afforded a number of subscribers a chance to get back, and among the breeziest communications received was one from an old friend, A. T. Marshall, manager of the shoe department of Stewart's Limited, of Renfrew, Ont.

Humorously, he remarks, "Your special offer of one cut for twenty-five cents or three for one dollar reminds me of an eccentric Western Ontario hardware man who thought the profit on nails was very small. On being asked by a certain customer the price per one hundred pound keg the merchant named a certain figure. Then the customer asked him for a price per ten kegs and the dealer quoted a little higher figure per keg. Naturally the customer was astonished. On inquiring the reason the hardware man told him that he did not mind carrying one keg of nails up from the cellar for nothing, but he'd be darned if he would carry up ten."

Mr. Marshall adds, "I read your JOURNAL from cover to cover and there are several good points brought out in every issue. I like your idea of publishing twice a month as I get all the news of the trade from one end of Canada to the other. I certainly wish you increasing prosperity."

An Old Time Warehouse Staff

Here is an old time portrait of the warehouse staff in Toronto of Ames, Holden, McCready Limited. It was taken over fifteen years ago. Four of the nine persons shown are still in the service of the company in Toronto, Messrs. Hutchison, Hand, Pearson, & Armstrong. The



group was photographed in front of the old warehouse at 60 Front St. W., which was wiped out in the big Toronto fire ten years ago when so many wholesale firms suffered.

In the front row, left to right, are seen Jas. Hutchison, Alf. Hand, A. Vaisey, M. Cairns and A. M. Haggart (now with R. B. Griffith & Co., Hamilton).

Back row—T. H. Bigwood, president of the Ontario Shoe Retailers' Association, Harold Pearson, Chas. Armstrong, and Geo. Henry, the latter now residing in Edmonton.

The Value of Store Service in Building Up a Business

It Means More than Supplying Satisfactory Goods at Fair Prices—Service of the Right Kind Will Make Your Establishment So Attractive That It Is a Pleasure to Trade There.

The merchant is not merely selling merchandise that makes good, he is selling a service, and just as truly as the conscientious and honored statesman is a servant of the people, just as truly is the conscientious and honored merchant a servant, who performs a most valuable service to his fellow-men.

More and more is the merchant realizing the great part he plays in every community, having ready at all times the products of the world's best factories awaiting the need and desire of his patrons. And more and more are his patrons realizing the great service which the retailer and his store render his fellow citizens, buying in bulk, storing for future and selling in single. They regard his emporium as the common store house from which each can draw when ready.

To perfect this service is the merchant's highest aim, and in doing so he must automatically make it a profitable venture, else the community loses that service.

Numerous Little Courtesies

Store service means more than supplying satisfactory merchandise at fair rates, it means making the store so pleasant a place that it becomes a genuine pleasure to pay it a visit.

It means that a hundred and one little courtesies of store arrangement keep the store cool in summer and warm in winter; that a rest room be set apart for the women patrons; that a playground be provided for the little people; that an information bureau be installed where the shopper can be given directions as to where any item carried can be located and where all questions regarding the city can be answered; that the merchandise be so classified, that the information bureau be hardly necessary, that more be done to make for the comfort and convenience of the male patrons—these are but a few of the more practical points that prove a merchant's desire to sell service as well as good merchandise.

Beyond these features modern fixtures that allow for the most advantageous display of merchandise count mightily for fully half of the trials of the retailer result from the fact that his present fixtures do not allow him to display enough of the high grade merchandise and the novelties of the season which he carries in stock.

The merchant, of course, knows full well the various desirable points concerning all of the merchandise in stock, but he is handicapped by the fact that many times lack of space or lack of the right fixtures do not allow the public to know even the bare fact that he himself carries some very important articles, which would enjoy a large sale if they could only receive their manufacturing right, the right for a chance to be known and to make good.

Make the Public Acquainted

Realizing these things, real store service demands that in so far as it is possible the public shall become acquainted with all desirable merchandise, that this acquaintance shall be second only to that of the merchant and his men themselves.

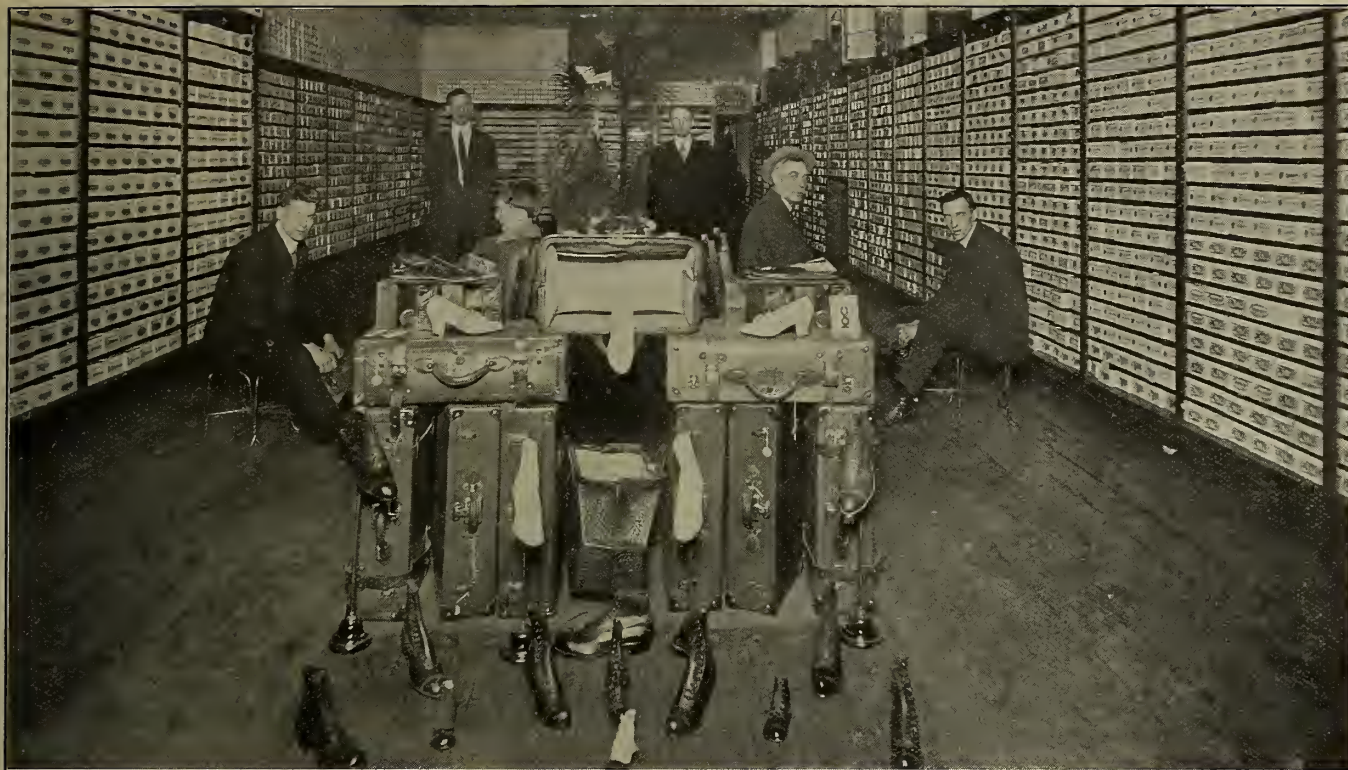
So then, regard every inch of display space as almost sacred and insist that every desirable article be so placed that the patrons shall see each good profit-bringing line whenever the store is entered.

Some of the styles which are certain to be called for must be kept in the background and the specialties of the season must be brought well forward. This is service that is worth while.

Ye Craftsman's Shoppe, Limited, 310 Yonge street, has made an assignment to J. F. Thompson, Toronto. A meeting of the creditors will be held on July 30th for the purpose of receiving a statement of the insolvent's affairs, appointing inspectors for the giving of directions with reference to the disposal of the estate, etc.



THE SPACIOUS FRONT OF THE PARROTT SHOE STORE IN SASKATOON, SASK.



THE ARTISTIC AND INVITING INTERIOR OF THE PARROTT SHOE STORE, MOOSE JAW, SASK.

How Live Western Firm Keeps Stocks on the Move

Three Flourishing Stores Directed Under Splendid System—Two Special Sales Conducted Annually—Buying and Sorting All Done from Headquarters—Rapid Progress Made in Trio of Leading Cities.

“Direct from the factory to the foot.” This is the slogan of the Parrott Shoe Co., with head quarters in Regina, Sask., and branch stores in Saskatoon and Moose Jaw.

It is only a little over a year and a half ago that the members of the Parrott family left Chatham, Ont., to locate in the West. They have made rapid progress and to-day have as neat and progressive shoe stores as can be found in any urban centre. The firm consists of four partners, E. E. Parrott, who is the father of the three boys, but is not actively interested in the operations of the business, Victor H. Parrott, of Regina, Harry B. Parrott, of Moose Jaw, and Percy H. Parrott, of Saskatoon. The firm were in business in Chatham for about three years before. They bought out Somerville & Son in the Maple City, and on leaving there, disposed of their stock to Turell & Dell.

Opening Up Trio of Stores

The stores in Regina and Saskatoon were opened first, and about six months later, a third one was launched in Moose Jaw. On their departure from Chatham, the Parrott boys retained the services of their staff, consisting of two young men, who started in the shoe business with them. One of these young men, William Kendall, is now the sales-manager in Moose Jaw, and Roy Wilson, the other, occupies a similar position in the Saskatoon store. Parrott Bros. have a splendid system, clean stocks, progressive ideas and up-to-date methods. The Regina store is their head office, where the larger stock is carried. Victor H. Parrott looks after the buying at the Regina end for all three establishments. Moose Jaw and Saskatoon take off the sizes in their different lines every Monday morning, and send them in to Regina and thus keep their stock in good condition. This plan enables the firm to have very complete and yet

comparatively small stocks in both Saskatoon and Moose Jaw establishments.

Getting Rid of Odds and Ends

The books of the Parrott Shoe Co. are in the Regina store, and all drafts are paid there. The books of each shop are kept separately, so it can be easily ascertained twice a year how each of the enterprises is progressing. The firm run a big clearing sale twice a year, between seasons, in order to clean out odds and ends. When a line becomes broken in all three stores, it is assembled in one store, where the members think it can be handled to the best advantage. This keeps the various stocks in good shape, so far as odd sizes are concerned.

The Parrott Shoe Co. are much pleased with their venture in the West, in spite of the fact that business concerns generally have just passed through the worst year that portion of Canada has ever experienced or is likely to experience for some time. They have done a very nice trade, in spite of the depression, and are looking forward confidently to a decided improvement during the fall months, as a result of the bountiful harvest, and the better feeling that exists in mercantile circles throughout the Prairie Provinces.

Norman L. McDonald was elected president of the Edmonton Leather and Shoe Company at the annual meeting held recently. The other officers are: Vice-president, A. C. Todd; secretary-treasurer, F. M. C. Crosskill; directors, Francois Adams, L. L. Pearce, W. G. Congdon, N.G. Pearce, W. H. Sheppard and D. R. Hotson. The reports show that the plant at Manchester, south of the Edmonton city limits, was flourishing and that there were fine prospects.

Some Terse Talk on the Buying and Selling of Shoes

Put More Thought and Effort into the Purchasing End—Emphasize the Style Characteristics of a Boot When Making a Sale—How to Meet the Unreasonable Demands of Querulous and Inquisitive Customers—Notes by the Way.

"I maintain," remarked a well known Canadian manufacturer recently, "that there is altogether too much attention given by the ordinary retail shoeman in the selling end of the business and not enough in the buying. It seems to me that ninety per cent of the effort and energy of the footwear dealer to-day is crowded into the selling terminal, and there is where he makes a mistake. There is an old saying that "goods well bought are half sold," and the truth of this assertion is never more patent than at the present time. This is seen on every side, and no doubt causes a large aggregation of odds and ends, shelf warmers, stickers and general junk, which is too often found in accumulating quantities in many a rural and city shoe shop. The trouble with the average dealer is that he is all bent and bound on selling. He will not give the necessary time to buying properly, and the result is that he never gets very far in the matter of frequency of stock turnover. He will hustle down to a sample room and ten to one when he is there, his mind is on his store, wondering how many shoes are being sold during his absence or if the clerks are adhering strictly to business. The result is that his attention is distracted and he lacks concentration. Any large retailer or head of a live shoe section will tell you that more than half the success in merchandising to-day lies in sound and careful buying. There is no guide or chart to go by, but by close study, application, and intimate knowledge of the wants of customers losses can be largely eliminated and dead stock made practically impossible, providing the price is right and the goods right. My advice to retailers is to devote a little more time, talent, and energy to the buying problem, then a man knows exactly where he is at. He has on his shelves only the ranges that will sell, and when a shoeman keeps his stock moving he is making money, but it must be moving in all departments and not in three or four leading lines. Take the case of any big man in the business to-day and you will find that he has achieved his present position largely through being an expert buyer, possessing sound sense and good judgment. Many fellows who are clever in the selling end, but the one who knows how, when and where to buy is also a decided business factor and a valuable asset in any business."

Never Give a Guarantee

"Do you guarantee these shoes?" Many people often ask this of a footwear merchant, especially if they are paying four or five dollars for a pair. "Yes," remarked a Toronto shoeman, "I have this question flung at me frequently, and my invariable answer is 'no.' The natural query from the customer, then is 'Why don't you?' We reply that we sell at too close prices to guarantee these shoes. If there is a disposition on the part of the interrogator, to continue the discussion, we ask him if he gets a guarantee with his shirt, his hat, or his overcoat to the effect that it will wear for so many months or years. No, of course, he gets no such warranty, yet there are certain persons who buy shoes and think they should last forever. They forget that of all articles of apparel, shoes are subject to the greatest strain and stress. They are used upon the hard pavements, over rough roads in all sorts of weather, upon perspiring feet, and in every other way have to undergo the toughest kind of usage. How could we guarantee footwear under such conditions? Of course, it is our object to dispose of good shoes that will last as long as possible, and if anything is radically wrong in the way of stitching, lasting, heeling, soleing, eyeleting, etc., it will generally manifest

itself in the first two or three days that the boot is worn, and we gladly fix up the defect."

"But say, it is a big mistake for a shoeman to talk wear. No other tradesman does it. He talks style, fashion and fit finish and dressiness and these are the points which the footwear merchants should emphasize. He cannot guarantee leathers, shoemaking, etc. All that he can do is to give the best value and style possible for the money."

How Long Should They Wear?

"It is strange the conceptions some people have of the word 'wear.' One man or woman is satisfied if he or she gets six weeks usage out of a shoe and others think that they should get six months and a few imagine boots must last forever," declared a Montreal retailer. "Oh, we encounter all kinds of conditions and customers. Some are sarcastic, some dictatorial, some repugnant, some saucy or surly, and a few of the bull-doing nature. Once in a while a customer will come in and say, 'I paid four dollars for these shoes and the sole is worn through already. They ought to last longer than a month. You know four dollars is quite a bit to pay for a pair and I don't think that I have got sufficient wear out of them.' I generally point out to such a complainant that when everything is taken into consideration shoes are the cheapest article that the average person buys. Four dollars for a pair that is two dollars a shoe, which after all is not much. Why you can take a pair to a repairer and he will charge one dollar or one dollar and a quarter for putting on a half sole. This is not regarded as too high a figure by the average man, and as a general rule repairers are not overburdened with this world's goods. They work hard for their money and are able to merely secure a living and raise a family. You do not kick at a dollar or more for the work, and considering the cost of manufacture and scores of operations through which a shoe is put, the outlay for material entering therein, together with all the findings, selling and overhead expenses—why there is no other article of wear made at such a great expenditure of expert workmanship, time, material, etc., and sold at so moderate a price; yet people come trooping along every day expecting their shoes to last forever. All this emphasizes the fact that retailers should talk style, more than wear, considering the risk and responsibility which the average man in the business assumes.

They Saw the Shoes and Came In

"Yes, sir, that window has paid me in many ways. It cost me \$400 to install, but it is yielding interest on the outlay many times over every month that I do business." So spoke a suburban retailer of Hamilton, the other day, in conversation with the *SHOE AND LEATHER JOURNAL*. "Why, on Saturday night last, I know of four men who came in here, each buying a five dollar pair of shoes which they had seen displayed in the window, while another visitor called and got a pair of six dollar shoes. I can trace these results directly to my window display, because all of the five callers intimated that if they had not seen just what caught their eye in passing, they would not have bought the footwear at all. So you see that an imposing shoe store exterior, with goods properly exhibited, and neat price tickets placed on the shoes, has the result of attracting business."

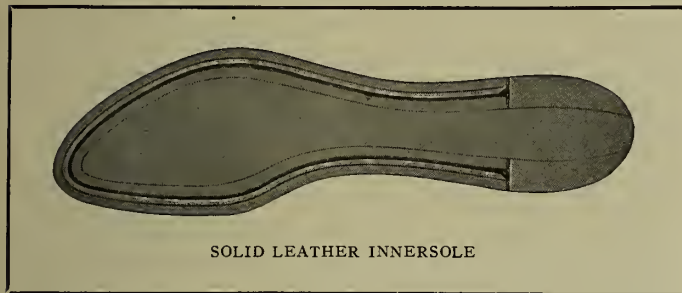
The Goodyear Welt Process in Shoe Manufacture

Entire Process Fully Explained in Simple and Concise Fashion—Difference Between Goodyear Welt and Other Makes—Real Meaning of Welt—An Instructive Article for the Retailer

By E. F. LEONARD

In a recent issue I described the McKay shoe, and how it differed from a welt shoe. I will now take up the Goodyear welt shoe.

The Goodyear machine for sewing welts was invented by Charles Goodyear and first came into prominence about 1875. The method of making this welt shoe is patterned after the hand sewn process of shoemaking and in very few in-



SOLID LEATHER INNERSOLE

stances can a man tell the difference between the good grade of Goodyear welt shoe and the hand sewn shoe, either in appearance, wear or comfort.

The upper of the shoe is about the same construction as in the McKay shoe only slightly smaller in the vamp, because in the welt shoe we do not need so much material to lap under the insole for lasting as in a McKay shoe.

The last used in the Goodyear shoe does not have an iron bottom, except a small iron plate on the bottom at the heel as large as the heel seat of the shoes, as in the Goodyear

After the innersole is channelled, the channel lip is turned up at right angles with the bottom of the insole, on the outside edge, and then the insole when dried is ready for the shoe.

In channelling insoles three measurements are generally used, according to the shape of the shoe desired. If the shoe to be made is an ordinary shoe with regular round shank, the insole will be channelled, starting at the inside shank, about $5/16$ or $6/16$ at the breast of heel, to $4/16$ around toe to end of toe cap, so as to give a neat close inside of shoe and around the toe and to allow the space for the toe cap and the leather box, then the channelling goes out to $3/16$ at the outside ball so as to allow a slight extension on the outside ball of shoe, then back to $5/16$ or $6/16$ at the breast of heel again. The channel is run in this way at the breast of heel, so as to make a good joint where the shank of shoe comes up to the breast of heel, and so that the edge trimmer will not trim out the Goodyear stitches in the shank close to the front of the heel and then spoil the shoe.

The insole is now attached on the bottom of the last by temporary tacks so as to remain in position during the lasting and welting.

The counters are now placed in position in the shoe, and the box toes are placed in, if they have not been stitched in, in the stitching room as is generally done. Then the shoes are pulled over by hand or machine and held in position with a number of four ounce tacks driven part way in so that the points go a short way into the wood. The shoe is then either side lasted by hand or machine and tacks are driven in part



STRIP OF WELTING SHOWING GROOVE FOR WELT STITCHING NEEDLE

shoe the only nails that remain in the finished shoe are the heel seat nail and the heel nails which are clinched on the iron heel plate on the last. These are covered either with a piece of leather or pad of felt in the finished shoe.

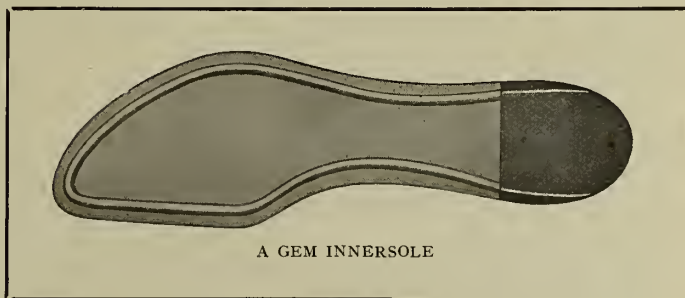
The innersole of a Goodyear welt is made generally of solid leather, and in some cases where the leather is soft or light, a reinforce of heavy canvas is cemented to the bottom of the innersole. This is called a gem innersole, and as the canvas is heavy and firm it prevents the innersole from getting out of shape in the wear, in fact a good gem insole is much better for use than a poor, solid leather insole, and if all insoles were gemmed or re-inforced with canvas, the shoe would hold its shape much longer than many shoes do that have a poor, solid leather insole in them.

Insole Process

The insole of the Goodyear welt shoe is channelled on the bottom with an outside and an inside knife. The points of these knives are separated by about $5/32$ to $3/16$ of an inch and the leather between the point of the channel knives is called the "between substance." Care has to be exercised here, for, if the "between substance" is too heavy, it will cause the machine to skip stitches in sewing on the welt, not being strong enough to hold the strain of sewing a tight welt or in seam, as this process of welting a shoe is sometimes called.

way to hold the upper in place as the different parts are drawn down to the wood of the last.

The shoe next goes to the number 5 machine, where the toe is wiped in and held in place by temporary tacks at corner of tip holding a wire around the toe. In order to make a good seam, the toe must be well wiped into the shoulder



A GEM INNERSOLE

of the insole. The heel of the shoe is wiped in, and held in place by short tacks which are driven through the part of the upper wiped in and the bottom edge of the counter and the insole are clinched on the iron seat of the last. These tacks remain permanently on the shoe.

The shoe is now allowed to dry over night so that the boxes, counters and uppers may dry and hold the shape of

the last before removing the tacks and wire. A few replacing tacks of soft material are now put in or a small staple wire is driven through the upper and the lip on the bottom of the channel to hold the upper in place, then all the tacks previously put in are removed. The surplus portion of the upper is trimmed up so that the welter can see to do his work properly and the shoe is ready to be welted.

What the "Welt" Is

The welt is a small strip of sole leather of good material about 9/16 or 5/8 inch wide by 1/8 thick. This is bevelled on one edge, and on the other side near the same edge, a small groove is made so that the stitches may lay flat on the seam in order that the welt may lay close to the upper where the bevel is made on the welt.

The welt passes through the "welt guide" on the machine, and is held in place by an attachment on the machine. The operator places the shoe bottom up to his machine and the machine with a curved needle and a curved awl feed traveling in the same circle stitches the welt to the shoe, in the groove in the welt, through the welt, through the portion of the upper and, lasted in, and through the channel on the bottom of the insole. By this method all sewing is outside of the shoe and no thread appears inside the shoe whatever. The replacing tacks which hold the shoe in place for the welting and the tacks which hold the insole in place are now removed and all surplus upper material and other material are trimmed off the bottom of the insole.

Putting in Shank Pieces

The welt which laid up against the side of the upper of the shoe is now beat out at right angles to the upper of the shoe. The cavity or space between the seam in the bottom of the shoe caused by the elevation of the channel and the insole is now filled in with ground cork or felt, and a shank piece of steel, covered with leather board is put in, the steel to give a good stiff shank and the leatherboard to fill up with space so as to make a good bottom when the shoe is finished.

The outersole has been wet and is partially allowed to dry out in good temper to work. It is coated on the inside with a good quality of rubber cement, the same cement as put on the bottom of the filled bottom of the shoe and the bottom of the welt. The shoe is placed on the sole laying machine, and held in place by the cement. The shoe now goes to the rough rounder who shapes the sole, trims off all surplus sole leather, and if the shoes are to be channel soles, he makes the channel, if the shoes are to be made stitch aloft with the stitching showing on the bottom of the shoe, he cuts a slight groove on the bottom of the sole. One operation of the machine does all the different operations.

What the Stitcher Does

The shoe is now ready for the Goodyear stitcher, who takes it and stitches around the edge of the sole through the welt which has been beaten out flat and through the outsole, the thread running through hot wax as it goes through the machine. These two threads cross each other and lock in the centre of the outersole. You see no thread goes anywhere inside of the shoe in this operation.

After a few minor operations the shoes are put through an automatic leveling machine which levels and smooths the bottom and puts the welt back in place. If it has been strained in any stitching or other operation, the heels are now put on, with all the nails driven in one operation of the machine.

The other operations are now done in the ordinary manner and the lasts are left in until the bottom of the

shoes are finished. The lasts are generally in the shoes from six to eight days, giving the shoes time to dry out thoroughly and shape themselves to the conformity of the last. This is why a good shoe will hold its shape much longer than a cheap Goodyear shoe or a McKay shoe.

Making Heel Seat Comfortable

A heel piece of leather or pad of felt is now put in to cover the clinched nails in the heel of the shoe. These nails are the only ones that have remained in the shoe, all others having been only temporary nails and have been removed, and as the Goodyear welting or the Goodyear stitching of the shoe do not in any way come inside the shoe, you have a perfectly smooth insole, which makes it much more comfortable and flexible than any other machine shoe can be, and fully as comfortable as most hand-made shoes are ever made.

Knows All About Lasts and Designs

P. Y. Smiley is the kind of a gentleman that his name implies, he is cheerful and light hearted under all circumstances. More familiarly known by the sobriquet of "Pearl," he first saw the light of day on November 13, 1878 at the lakeside town of Port Dalhousie. At an early age he began to learn all about rubber footwear, and has been at it ever since. His first connection with the trade was in the factory of the Maple Leaf Rubber Co. in his native village. Then he came to Toronto and after being employed there for a while, he was placed in charge of the cutting department, patterns, etc., of the Berlin Rubber Mfg. Co., at Berlin,



a new industry which had just started. Eleven years ago, when the Merchants Rubber Co. was launched in Berlin, Mr. Smiley was given the post of chief designer. Four years later he was made superintendent of the mill and a few months ago was elevated to assistant manager. He is an expert designer of models, lasts and patterns. There being little about the human foot, its construction, shape, and various parts that he does not know intimately. Popular with the employees of the company, he has two hobbies, one is his home and the other is his chicken pens. He is a lover of poultry and believes that he has as industrious and efficient birds as can be found in any coop throughout the Dominion.

New Features Installed in Handsome New Shoe House

An Exclusive Bargain Basement and a Special Juvenile Department—Air Cushion Opera Chairs and Recessed Full Length Mirrors on Main Floor—Other Conveniences on Mezzanine Floor of New Toronto Footwear Establishment

A bargain basement reached by a winding marble and brass stairway from the front of the store, an exclusive misses', children's, and infants' department, with repair shop in the balcony at the rear on the second floor; the main floor finished in natural oak with shelving and ledge, and equipped with ninety opera chairs, show cases, fitting stools and all other accessories to harmonize; full length recessed British plate mirrors, extending from the floor to the ceiling, topped with artistic dome lights.

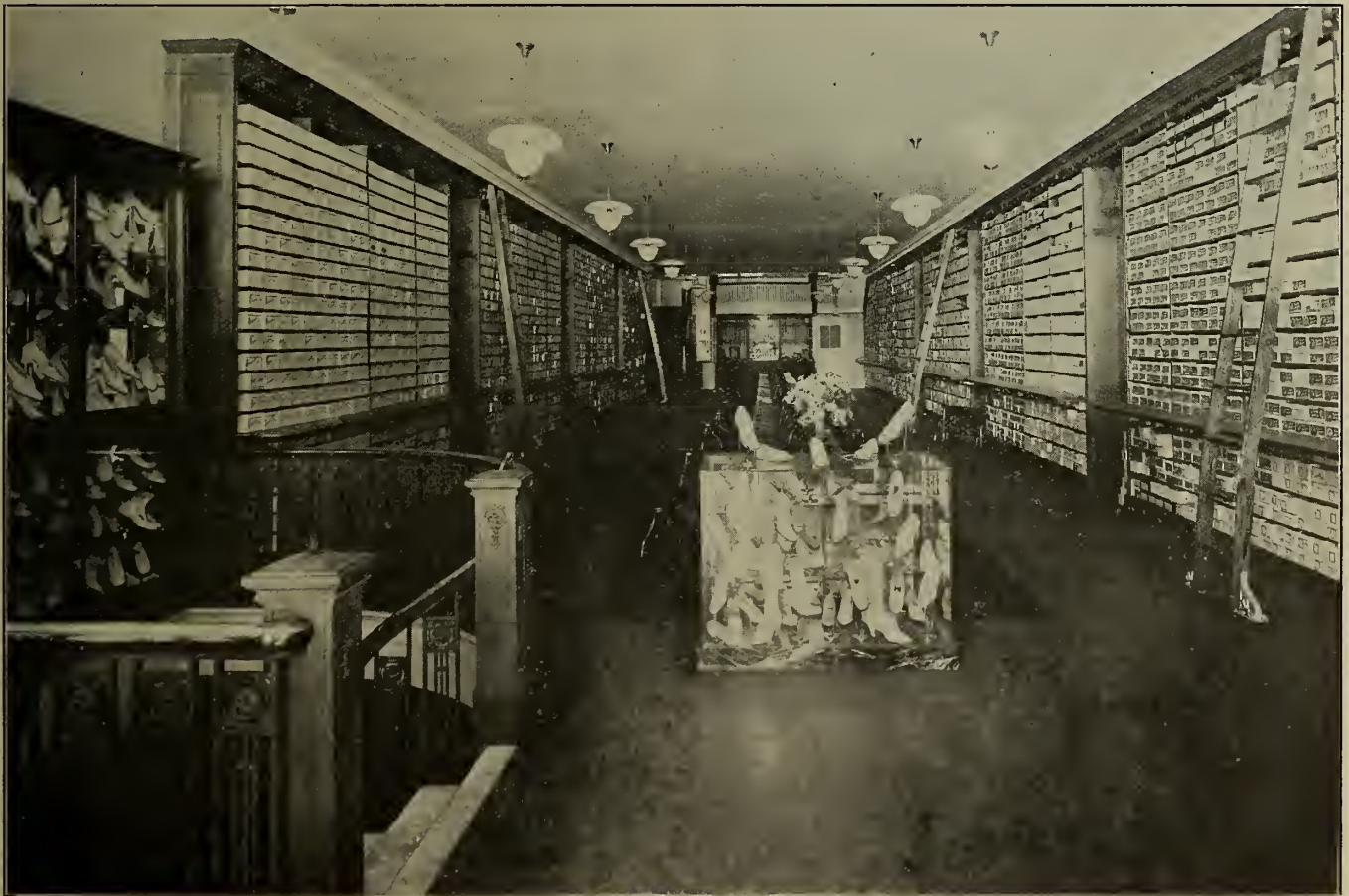
These are a few of the distinctive features of the handsome new shoe store, which was recently opened up at 234 Yonge Street, Toronto, by Bachrack Brothers, who have been in the business some fifteen or sixteen years. The store is 110 feet deep by 28 wide. Over \$18,000 was spent in alterations to the front and interior of the building.

The front is of Etonia pressed brick, with glazed terracotta trimmings, richly ornamented, with balcony grills to the windows. The entrance is tiled and leads to double swinging oak doors, set with bevelled plate glass possessing brass kick plates. The height of the show case windows is about seven feet, and they are surmounted with ornate bevel glass of geometrical design. There are beautiful mirrors at the side and rear of the windows, while overhead the panellings of natural oak are decidedly attractive. Artificially, each window is lighted with eleven, hundred candle-power Tungsten lamps. The vestibule entrance is about eight feet wide and twelve feet deep, being of a receding character with tiled floor and sage green border,

while the plate glass front is set in copper, with Verdi antique finish.

A Spacious Bargain Basement

At the immediate left of the entrance, a wide circular staircase leads down to the basement. This stairway is exceptionally attractive, possessing Verdi antique balustrades, with heavy brass rails, marble tread, and elaborate electric fixtures on the newel posts. The basement extends the whole area of the interior, as well as out under the sidewalk in front, being well lighted by means of the overhead Luxfer prisms. In the winter time the space below the pavement will be used for the sale of rubbers. In the basement are some forty bargain tables, shoes being sold from fifty cents to \$3.00. Upstairs on the main floor, the men's and women's general department is located, and here values range from \$3.00 to \$12.00. The decorative and fixture schemes throughout are exceptionally fine, all the woodwork being in natural finish oak. Ninety hardwood opera chairs, placed back to back and extending down the centre of the premises have air cushions of leather and are very comfortable. In front are long stretches of dark green velvet carpet. The floors are of oak throughout. On the right is the well equipped hosiery counter and directly in front of the entrance are handsome showcases for the display of findings and other lines. The recessed British bevel plate glass mirrors which extend from the floor to the ceiling, afford visitors an opportunity of seeing exactly



COMMODIOUS INTERIOR OF A NEW YONGE STREET SHOE HOUSE IN TORONTO, SHOWING MARBLE AND BRASS STAIRWAY ON THE LEFT.

how a shoe appears when it is on the foot. The artistic dome lights over the mirrors lend an air of distinctiveness to the store, which is illuminated artificially by fourteen new nitrogen lamps on each floor, with properly spaced outlets for attaching electric fans.

Conveniences on Mezzanine Floor

At the rear are two cash registers, as well as the parcel and wrapping counter. This has an oval front of Circassian

in front to prevent the tiny toddlers from falling. This is a popular feature in many of the leading shoe stores in the United States. On the next floor above is the reserve stock. The firm have a sales force of thirty-five persons in the various departments.

At the formal opening recently, an orchestra was stationed on the mezzanine floor and souvenirs and flowers were presented to all callers, who were shown through the different departments. Sol and Harry Bachrack, who constitute the members of the firm, believe that they have several accessories in their handsome new business home, which will be appreciated, and they will be pleased to welcome any members of the trade.

Early Closing in the East

The movement for shorter hours and the saving of daylight is rapidly spreading through New Brunswick. Many daylight saving proposals have been given consideration of late, but in St. John more than any other city in the province they have been given more hearty reception. Some years ago, even the wholesale houses did not enjoy the Saturday half-holiday, and that retail stores should some day have this privilege seemed preposterous. Now, however, both the wholesale warehouses and offices, and some of the retail stores in the central part of the city rejoice in closing their doors at one o'clock on Saturday noon. The wholesale places have, of course, had the weekly half-holiday for the last few years. The latest trend towards early closing, and the saving of daylight is noticed in the movement now general for the closing of the wholesale houses at 5 p.m. daily, instead of 6, as has been the custom. This will continue during the summer months, the offices opening from a half to an hour earlier in the mornings.

In the northern section of the city the shoe stores do not have the half-holiday on Saturday, but there is a movement for a mid-week half-holiday, and also for the closing of the places of business at either 6 or 7 o'clock in the evening. There is much favor found for the proposals, but whether they will become generally effective or not, cannot yet be said. In Fredericton the movement for the saving of daylight is also taking hold. The merchants and the members of the Clerks' Association are again arranging for the mid-week half-holiday which proved quite a success last season.

More Turn Shoes in the Future

Could the sale of welt and McKay shoes be made to compete? The writer believes that the cheapening of the welt shoe will give an opportunity to the McKay manufacturer to offer shoes that will give great competition to the welt shoes. The greatest mistake is made when welt shoes are made so cheap that a McKay of the same price will give added value to the purchaser. While many welt shoe manufacturers are trying to introduce a cheap grade of welt shoes, other manufacturers making McKays are exerting their efforts towards making a flexible McKay shoe and some have succeeded to a marvellous degree in that direction. Some large turn shoe manufacturers are now entering into the scheme of making heavy sole turn shoes, and here again the welt shoe will get a tough proposition to meet, especially in women's makes. Some welt shoe manufacturers are now considering the heavy sole turn shoe idea. The turning machine that can turn the heaviest sole, as heavy as is put on any women's welt shoe without straining the vamp or the sole seam, or the lining, is now in operation and fully protected by patents. Both the heel and forepart are trimmed at one setting and practically by one stroke of the treadle. The writer believes that more turn shoes will be made in the future than in the past.—Shoe Topics.



THE MODERN FRONT OF THE NEW BACHRACK SHOE STORE

walnut set with brass drilles, the woodwork being inlaid with bronze, making a particularly pleasing background for the store. To the rear is the shipping room.

On the mezzanine floor, leading to the misses', children's and infants' department on the second flat, are telephone, writing and rest rooms. The mezzanine floor and stairway woodwork is of white enamel. There are neat private offices at the rear where travellers' samples and other lines of goods may be shown to advantage.

In the misses', children's and infants' department the woodwork is also of white enamel, and the front entirely of glass, while two sky lights permit a flood of daylight from above. The ceiling is eleven feet in height and the seating chairs are of mission style. Here will be fitted up an exclusive infants' department, with little tots' chairs placed on a circular table divided into sections, with brass chains

Does So-Called Clearance Sale Really Pay After All?

Why Wait for Accumulation of Dead Stuff in Order to Have a Sale—Best System of Keeping Footwear Stock Clean Is to Have Regular Selling Location for Slow Moving Goods—Some Practical Pointers.

What about shoe clearance sales! Do you hold them at regular intervals? And are you able to put a real merchandising reason back of them?

The season for midsummer semi-annual clearance of stocks is here. Let us go a step further therefore, and ask: Is semi-annual clearance good business practice? Or has it become a sort of necessary evil?

A serious problem and a live topic among shoe retailers! One of those subjects regarding which an honest difference of opinion exists—according to the point of view. For some retailers believe in sales; others do not, says the Dry Goods Economist in its Shoe Section.

Profitless Cut Prices

The original purpose of clearance sales was to dispose of undesirable stock, and, perhaps, incidentally, stimulate trade during naturally dull periods of the year.

Originally, the clearance sale meant what its name signifies—a clearing out, a reducing of stocks, a leveling of values, with a view to giving the new stock of a coming season full leeway. That is, the clearance was a legitimate part of the merchandising mechanism, accelerating the movement of stocks in which the style value was low, building up real interest in the shoe store or department as a whole, and creating a certain amount of prestige. That was the shoe clearance which found its origin in the merchandise condition in the store.

And it was not held unless this condition made it advisable.

The Semi-Annual Habit

But now the semi-annual shoe sale has become almost an institution, and one with no basis otherwise than habit.

To get a proper view of the whole matter, it is necessary to consider the effect of clearance sales on the store's trade.

A bona fide sale, offering unusual values, will undoubtedly stimulate trade temporarily. This, because a sale, in its very nature emphasizes value. And it is value that appeals to the customer who considers what he gets for his money. The term "sale," of course, implies a reduction of price or a notable increase in value for the money.

No merchant, however, has a monopoly on cut prices. A cut price at the corner of Front and Tenth streets is no more a cut price than it is at the corner of Sixth and Market. The drawing power of the cut price is heightened or lowered by the standing of the store with customers, and by nothing else.

If one shoe retailer holds a cut price sale and all of his competitors follow suit, there is no selling advantage, because the success of the sale idea is dependent largely upon attracting customers to the store who do not regularly trade there.

If regular customers are the chief support of sales, it naturally follows that a merchant is loading up his outlet with merchandise, at little or no profit to himself, and thus putting a drag on his regular business and profits.

Customers Get the Habit

It is undoubtedly a fact that many consumers have discovered this weak spot in shoe merchandising, and deliberately plan to secure their supply of footwear regularly at sale times. This, of course, applies in some measure to people who are not keen for style value. But there are many such customers, and their trade is of great importance to a store.

And, while many shoe retailers may not realize it, it is just this idea of getting shoes at reduced value that lowers

the sense of discrimination in customers. It is just this sense of discrimination that is most valuable in making a big customer of a little one and a regular customer of an irregular one.

The Problem of Style

But what is the merchant to do when he is confronted with the reality of frequently changing styles and the consequent danger of loss through carrying styles over from one season to another?

The necessity for cut price sales arises from the impossibility of gauging just how many shoes will be needed and what kind of clientele will want them during the coming season. But while it cannot be gauged accurately, the attempt to come somewhere near doing so lies within the problem of stocking accurately for a season's business. Skill in this forecasting is developed only by long and careful experience and systematic study of the store's merchandising efficiency.

Of the two evils, loss of profit in clearance sales and loss from carrying styles over from one season to another, the latter is the more to be feared. When the stock begins to clog with old styles there is only one thing to do—Get rid of them.

But the real answer to the problem lies farther back. The merchant who wants to avoid sales must become a better buyer and a better seller.

He must learn to pick good styles and not overbuy. Then he must learn how to sell the styles he buys.

Yes, this is easier said than done. But it can be done. Some buyers are doing it.

Influence of Competition

There are many merchants who never have a cut-price sale. There are others who seldom need to have one, but make a bluff at it to offset the effect of a competitor's sale. And competing with a competitor just for competition's sake is most demoralizing to standards of business practice.

How can a merchant avoid mistakes in buying and the accumulation of bad stocks or odd sizes?

There is no rule of three, nor is there any secret about it. It is a matter of good judgment and close attention to details.

There are some important general policies that most successful shoe buyers observe.

Pick a Few and Make 'Em Go!

One of them is to confine your volume of purchases to a few good lasts.

Decide on three or four styles, the less the better, to make leaders and volume sellers each season. Then do something to make these styles sell. Feature them in the advertising, in the windows and in the inside displays. Train the clerks on these styles and teach them how to emphasize their style value to every customer. Leave nothing undone that will put your footwear in a favorable light with every customer who comes into the store.

This amounts to creating popular approval and interest in the styles that you buy and want to sell, instead of waiting to see whether the public will take to them or not.

It is a matter of managing the styles, instead of allowing them to manage you.

Continual Watchfulness Helps

It is quite possible that a mistake in judgment will be made occasionally by the man who follows this plan. He will buy a style now and then that will move very slowly,

no matter how skilfully he pushes it. But the slower it moves the quicker he finds it out; and he can then plan to push the style out right away, instead of holding it until the end of the season—when it will stick to the shelves harder than ever.

The livest shoe stocks are those that are most closely watched and weeded and cleaned out constantly—monthly, weekly, or even daily.

Don't Let Em Get Dead!

Why wait for an accumulation of dead ones in order to have a sale? It is easier to move a few slow pairs than to wait until there are more of the slow pairs than there are of any other kind. The bigger the funeral, the greater the grief. When shoe stock is dead, it is dead. But when it first shows symptoms of losing its vitality there is some chance of getting rid of it without material loss.

The best system of keeping a shoe stock clean is to have a regular selling location for slow-moving goods and odds and ends. This can take the form of a bargain basement, a bargain counter, a special value department. Or it can be just a space.

Such a department will not need a name so much as it will need attention. It will serve two very simple, but important purposes. It offers an opportunity to separate the goats from the sheep, before the goats commence to reflect their goatliness on all the sheep, by providing for the goats a place where they will not be overlooked and allowed to breed too fast.

Next, a definite effort should be made to dispose of these goods to customers, who could be interested in them.

Put Them in the Ranks

When it comes to slow moving styles, in the better grades some buyers have a good system for getting them sold by changing their location in the stock to that of the next lower grade. In reality this gives the customer better goods for the money without much grand stand play.

A style bought to sell at four dollars that does not move well at that price will often readily sell at three dollars and a half. It is better to dispose of the line at that figure than to keep it all the season and then sell it for less in the end.

Odd sizes are often closed out without much sacrifice by changing their stock number and putting them with similar styles of a lower grade. This adds value to the lower grade and gives stimulus to the higher though odd size grade. It gets action, and action prevents decay—of value and profit.

Rules of a Modern Shoe Store

Rule 1—Clerks will be fined for soiling their hands, or for keeping the show cases or shoe boxes free from dust.

Rule 2—If the boss comes late to work two mornings in succession, it is to be inferred that it is his wish that every one do the same, and anyone coming on time will be subjected to a heavy fine.

Rule 3—Selling a pair of shoes to a person weighing 200 pounds or over shall be construed as a big sale.

Rule 4—If a clerk happens to have a customer when his lunch hour arrives, he shall be expected to go out for his coffee and sinkers. In case said customer suggests it, it shall be obligatory upon said clerk to invite said customer to lunch. But in no case shall house be charged with more than twice the actual expenses incurred.

Rule 5—If a shoe clerk happens to shoot a few games of pool and finds that he has overstayed his lunch hour, he is entitled to vacation on full pay the rest of the day.

Rule 6—Every clerk will be compelled to own at least one pair of shoes.

Rule 7—No clerk must put himself to any extra trouble—such as showing more than two pairs of shoes to the same

customer, or lacing up her old boots when she is ready to leave the store.

Rule 8—It is compulsory that no customer be sold less than a single pair of shoes.

The Man Who Delivers the Goods

There's a man in the world who is never turned down,
Wherever he chances to stray;
He gets the glad hand in the populous town,
Or out where the farmers make hay;
He's greeted with pleasure on deserts of sand,
And deep in the aisles of the woods;
Wherever he goes there's the welcoming hand—
He's The Man Who Delivers the Goods.

The failures of life sit around and complain;
The gods haven't treated them white;
They've lost their umbrellas whenever there's rain,
And they haven't their lanterns at night;
Men tire of the failures who fill with their sighs
The air of their own neighborhoods;
There's a man who is treated with love-lighted eyes—
He's the Man Who Delivers the Goods.

One man is afraid that he'll labor too hard—
The world isn't yearning for such;
And one is alert, on his guard,
Lest he put in a minute too much;
And one has a grouch or a temper that's bad,
And one is a creature of moods;
So it's hey for the joyous and rollicking lad—
For The One Who Delivers the Goods.

—Walt. Mason.

Don't Get Stale on the Job

"Yes, sir, I am going to take a holiday," said a London retailer the other day. "I don't care whether business keeps up or not. I am off for other scenes and newer associations. I think every dealer should take a vacation. He is apt to grow irritable, gloomy or dyspeptic. He gets what printers call, "out of sorts," or what others would say, "stale on the job." But perhaps he does not know what is really wrong with him and thinks it is his liver, his stomach or the poor state of trade. His mental outlook narrows—his conception of business contracts, and he begins to think that nothing is worth while, particularly if trade is a little dull. Let him take a holiday. I always feel better and brighter on coming back to town after having had a look around and I find that my shop, the people with whom I do business, and the street on which I reside, measure up, after all, favorably with similar surroundings in other cities. I know of a certain retailer who gives his clerks holidays and never takes one himself. This is arrant folly. What benefits the clerks must equally benefit the boss, and if he has to be chained to his premises like a galley slave, he is apt to move around in a circle and simply mark time, whereas he should be developing with his town and enlarging his sphere of activity, outlook, and service."

An Easily Acquired Habit

Courtesy! Never fail to practise it. Study the spirit and meaning of courtesy. Remember the words that are allied to it; polite, civil, mannerly, cordial, gracious, affable, neighborly, good-humored—every one indicative of a path-smoother, a business lubricant, a habit of mind and of manner that tends to make the selling machinery run without friction. Such a habit is easily acquired, and is a most valuable adjunct to personality.

The Big Market Fair in Boston Was a Distinct Success

A Record Breaking Attendance from Canada—Many New Features This Year of Educational Value—How the Canadian Shoemen Enjoyed Themselves—Expansion of the Shoe Trade

The seventh National Shoe and Leather Market Fair held in Boston will go on record as the biggest, best attended, and in every way most successful ever held.

The exhibition was held in the Mechanics' Building, and from every standpoint, and particularly from a Canadian one, it was a real record breaker. Visitors from all parts of the Dominion, from one coast to the other, were present, and all were exceedingly pleased at the brave showing made by British and Canadian shoemen.

Every department of the huge enterprise was well managed, and showings were made embracing everything used in the making of up-to-date shoes, as well as the machinery and different methods employed.

Almost every sort of machine, contrivance and material used in tanning hides, samples of skins in various stages of process, boots and slippers, both in the making and the finished product, office devices for the promotion of efficiency methods, and the displays of the different trade journals and the associations connected with the shoe and leather trade—all were part of the exhibits at the Fair.

The Social Side of the Fair

The social end was well looked after, and during the week mostly all the visitors were afforded opportunities of seeing the far-famed sights of Boston and vicinity, dozens of parties being made up for trips to the surrounding centres of interest. A trip made by a large number of shoemen was to Salem, the scene of the disastrous fire in the latter part of June, which did damage to the extent of many millions of dollars, a large portion of the town having been wiped out altogether.

An outing given to the visiting shoe and leather men to the North Shore and Nantasket on Thursday, July 9th, was one of the social events of the week. A parade of 600 shoe and leather men, headed by the band, started from the headquarters of the New England Shoe and Leather Association, Essex and Lincoln streets, at 8.30, and with banners waving and the marchers carrying pennanted canes, repaired to the steamboat for Nantasket. On the arrival at the Beach, a very enjoyable day of sports was held, along with a dinner. The success of the outing was due to the efforts of A. L. Greenwood, president of the Boston Shoe Travelers' Association, "Billy Noll," the popular secretary-treasurer, and Thomas F. Anderson, secretary of the New England Shoe and Leather Association, and their faithful and hard-working assistants.

The Fair week proved to be a big, get-together occasion. It drew visitors and exhibitors from all parts of Canada, the United States, England, Scotland, Germany and many other lands. The gathering together under one roof of so many footwear features was marvelous and served to demonstrate to a small extent the magnitude of the shoe and leather field, and the high stage of perfection it has attained. The market situation, style tendencies and the trend of the trade were accurately gauged by the observant visitor, and after passing through the entire exhibit, one must confess, no matter how experienced he might be, that he had seen and learned a whole lot.

There was a large attendance at the opening, and the exhibits were nearly all in readiness for inspection. The two main exhibition halls were splendidly decorated, the one where the shoe manufactures and findings were housed be-



THE NUMBER OF CANADIANS REGISTERING AT THE "SHOE AND LEATHER JOURNAL" BOOTH ON CANADIAN DAY AT THE SHOE AND LEATHER MARKET-FAIR WAS SO LARGE THAT IT WAS FOUND IMPOSSIBLE TO PHOTOGRAPH THEM IN THE BOOTH AS IN FORMER YEARS. THIS GROUP PORTRAIT WAS TAKEN ON THE STEPS OF THE MECHANICS' BUILDING, BOSTON. MANY WELL KNOWN MEMBERS OF THE TRADE WILL BE NOTICED IN THE JOLLY GATHERING.



THE COSY AND INVITING BOOTH OF THE SHOE AND LEATHER JOURNAL WHICH WAS HEADQUARTERS FOR THE CANADIANS AT THE BIG FAIR.

ing beautifully draped in pink and green while the exhibition hall for the leather and machinery exhibits was very attractive in a color scheme of green and white.

The entire place proved a splendid meeting spot, a cheerful rendezvous for buyers and sellers. There were in all, over two hundred exhibitors in the large structure, and all the booths were decorated in a tasty manner, one vying with the other in attractiveness. Potted plants, flowers, bunting, flags and various other decorations all presented a very beautiful picture to the eye, particularly in the evenings when the whole building was well lighted throughout. The music during the entire week was rendered by the Ives Marine Band and orchestra.

During the daytime the attendance was confined almost entirely to members of the shoe trade, but at night the general public gathered in great numbers.

Canadian Day Observance

Canadian Day, which after all was of most interest to all Canadians, might be said to be the big day of the Fair. Special appropriate music was furnished on this occasion, Canadian day this year being on Monday, July 13th, and it was "Canuck" day in every sense.

The main van of the Canadian contingent arrived from Montreal and Toronto early Monday morning and the scene around No. 38, the headquarters of the Canadians and the SHOE AND LEATHER JOURNAL, was a regular old boys' reunion, much handshaking and chatting being indulged in. The Canadian shoemen were down in Boston to have a good time, and several parties of different kinds were planned. Great interest was shown by the visiting members in the different novelties on view at the Fair. Parties who had had not seen each other since the Shoe and Leather Market Fair of 1912 renewed old friendships. During the afternoon, amid much joking and good natured joshing, always at the expense of some of the boys, a photo was secured, and is shown herewith. Many familiar faces will be noticed in it.

In the evening the crowd assumed mammoth proportions and a steady stream flowed through the aisles from early till late. The music during the evening session was of

a Canadian nature, composed mainly of popular Canadian airs.

Altogether, through the courtesy of the management, the day proved to be a great success. This was due to their efforts to make it as Canadian and British as possible on this occasion. Two large flags at the entrance attracted much attention, and the strains of "God Save the King," rendered by the orchestra, were cheered to the echo by the visiting Canadians.

Note and Hits

England was very well represented, having several shoe and leather firms exhibiting, all in charge of competent managers.

Honestly, some of those Canadian exhibitors were so busy taking orders they hardly had time to come out and get photographed. Particularly the leather men, who took a fine lot of orders.

Geo. G. Gales, Montreal, came down to view things from a retailer's standpoint and said he was tickled with all he saw.

Quebec was very well represented this year, several shoe and leather men from the Ancient Capital calling at the SHOE AND LEATHER JOURNAL booth.

Charlie Slater, whose headquarters are in Boston, used the occasion to renew old friendships, and must have had a sore arm after Canadian day.

Western Ontario shoe and leather men were plentiful. Several of them continued on down to New York after the Fair closed.

Brunet, Slater and Robinson—a pretty good representation from the Eagle Shoe Co., Montreal, wasn't it?

Somebody was heard to say on Canadian day, "Where's Bill Matthews?" He surely was missed.

J. R. Payan and L. F. Payan came down from St. Hyacinthe to see what they could see, and thought this year's Fair the best ever.

E. F. Leonard was there with his same happy smile and genial manner. Mr. Leonard is summering at Nantasket.

(Continued on page 38)

Novelty Patterns, Women's Spring Styles

(Continued from page 20)

ally look more inviting and attractive than in previous seasons by reason of the fact that ornaments are for the most part smaller. The less conspicuous but dainty effects in decorations are revealed in cut steel, crystal and bronze beads, rhinestones, brilliants, silver, metal thread and oxydised effects. Cleopatras, Gabys, Colonials and Castle pumps, the latter being shown in Canada for the first time, with brocade and cloth quarters and inset effects will be featured. The Castle pump has an instep strap of leather or of the same material as the quarters and fastens with a dome fastener on one side of the shoe. It is low cut in front like the regulation pump and beneath the instep strap is a wide elastic band which is not visible, but holds the slipper firmly and snugly to the foot. Inlays of suedes, fancy fabrics, colored satins, bronze kid, figured silk and other materials in both the forepart of the shoe and the quarters, with wood heels covered with the same materials disclose some of the new effects in low cuts.

A Summary of Style Alterations

When it comes to slipper creations the range of diversified effects are much in evidence. Various models are seen from the one to the five strap offering. In fact sandal and fancy strap patterns are leading features in many Canadian lines, while for ornaments, ribbons, beads, metal, bows and other accessories are seen. Some makers are showing one, two and three hole tango slippers. Fancy foxings are also noticed on a number of low cuts. There are many other developments in materials, patterns and trimmings, as will be seen from the illustrations presented in this issue of the SHOE AND LEATHER JOURNAL. The heels on low cuts will be very much the same as on all high cuts and will vary in heights from 10-8 to 16-8. Many manufacturers anticipate a very strong demand for "Cleos," while others think that the



WOMAN'S PATENT BUTTON, SHORT RECEDING TOE, SCALLOPED FOXING, SPOOL HEEL, DULL CALF TOP—BY KINGSBURY FOOTWEAR COMPANY.

"Castle" pump may sell very well in the larger centres. Colonials are certain to have a big call.

Summing up it may be said that shorter vamps will be popular, with medium recede toe, and the new round toe of moderate height coming to the front as a claimant for appreciation. Cloth tops and whole quarters of cloth, brocades, etc., will be popular, while the Louis-Cuban, Louis, and Spanish heels will likely be very strong in evidence this season the same as last. In low cuts the whole quarter overlays and the underlay effects will be seen, while there will be many new combinations of color and material. How these

will take remains to be seen. Cleopatras and Colonials are likely to prove strong bidders for popularity and ornaments for the most part will be smaller and daintier. Patent and dull calf will be the leathers that show up the strongest.

The Showing in Men's Lines

In men's footwear there are never as many changes as in women's lines, yet some of the new models reflect something of the tendency and color effects in women's. The bal with receding toe, wide shank, flat tread and low blocky



WOMAN'S OVERLAY EFFECT BUTTON BOOT, PATENT VAMP AND CIRCULAR HEEL FOXING, TURN, WITH TAUPE TOP AND CUBAN-LOUIS HEEL—BY WALKER-PARKER COMPANY.

heel is going to be the gentlemen's shoe for the coming season, as during the past. The leathers will be patent, dull calf and dark tan, while many offerings have cloth or suede tops in various quiet colors that accord well with the different leathers. For the exclusive and top grade trade the long receding toe on English lines is likely to prove popular. For the medium trade, however, manufacturers are showing a moderate round toe with variations. This toe is one that appeals to those of conservative tastes and quiet ideals and during the past season created the volume selling business. In fact a survey of the whole market shows that the English toe is not taking as it was expected a year ago. Corded and straight tips will again be witnessed on many of the models and a number of button boots will be presented for the consideration of the "noble lords of creation."

One of the latest things in men's footwear is a low cut Colonial effect, a two or three eyelet pump pattern with a high tongue. It is adopted for both street wear and dancing. A number of manufacturers are showing rubber soled shoes in both high and low cuts. Some have solid rubber, inch-high heels. Invisible eyelets, some of a very small pattern, including the new Midget, will still rule in men's shoes. Owing to the general quiet state of trade, manufacturers of men's footwear have not laid in as many lasts for the coming season as during the past. The all patent leather oxford and patent button boot with various materials for topping will still be offerings that are likely to appeal to the trade. Heels on sloping toe lasts from seven-eights to one inch, several with flange effects are seen.

The best seller, as already pointed out, is likely to be the medium high toe, especially in the smaller centres of population, while in the very high-class clientele the English model with the medium narrow, low toe, embracing all the fine points of custom shoemaking will still sell.

What Firms are Showing

The Smardon Shoe Co., Limited, Montreal, are showing for the spring and summer trade an unusually complete line

of high grade shoes, and among them are to be seen several natty new lasts. Their samples include an extensive line of Colonials, which are now having such a very large demand, and in accordance with the present vogue in leathers, patents will form a strong feature. In high shoes, fabric tops are still selling well, and accordingly the Smardon Shoe Co. have a large range of these materials, browns and greys predominating in the colored tops. The styles also include concave leather heels and Louis leather and wood heels. The company also anticipate an increased demand for kid shoes, and



NOVEL BUTTON EFFECT, PATENT, WITH SUEDE QUARTERS, CUBAN-LOUIS HEEL, SMALL STEEL ORNAMENT ON VAMP.

on their Colonials are showing a fancy line of buckles, many of them of new design. The same selling staff will continue to represent the firms during the coming season.

The Murray Shoe Co., of London, have installed several new lasts for spring in both their men's and women's lines and intend specializing strongly on women's. Their men's have not been forgotten, and that line, they say, will be better than ever. Personally they think that the modified high toe will have the lead, more particularly in the northern country, and outside the large centres. In the bigger cities the company believe that the recede toe with low heel will be

largely called for. As to leathers, they pin their faith strongly to patent and gun metal for the coming seasons, and express the opinion that the demand for buttoned shoes will be as strong as ever.

Gourlay & Fogelberg, Limited, of Berlin, have added several new up-to-date lasts for pumps as well as boots. Several lines are being made in pumps and Colonials of about the same patterns as last year, the only difference being in the blending of the different patterns in the making of the shoe, such as patent leather, kid and various cloths in black and colors. The firm report that so far as they can learn from going over the market that freaks are likely to be short lived. This has reference to heels as well as lasts. A member of the company recently returned from Chicago, and in canvassing the leading retail stores found that pumps and colonials of all shades, kinds and prices were having a preference. There have been, particularly so this season, more attractive showings in pumps and more Colonials have been brought out than during the past few months.

J. W. Hewetson Co., Limited, in their new factory at Brampton have recently added to their line a range of boys' button bluchers and oxford McKays, from one to five in size. They have also installed several new lasts for children's, misses' and boys' and are turning out a popular range of natty ankle strap pumps which are meeting with success. These are made largely in patent, gun metal and chocolate kid.

The Tebbutt Shoe and Leather Co., Three Rivers, Que., are of the opinion that tan calf will be one of the most popular selling leathers, as they claim that no leather wears like it, and that in men's shoes this is one of the first considerations. They say that Russia calf leathers in a rather dark shade and also nut brown will be very popular and that the mahogany shade is already on the wane. Gun metal and velours they anticipate, will be selling in usual quantities, as velour is coming back fast. They are also making a lot of fine vici kids on the "Professor" lines. The Tebbutt Co. state that it looks as though kid would move very well in men's welts, especially in those selling at a popular price. The blucher still holds first place with this firm, because of its fitting qualities and the fact that it is comfortable and easy on the foot. The low wide heel is passing and the popular



"MIGNON" SLIPPER, PATENT VAMP AND QUARTERS IN VARIOUS COLORS OF FIGURED SILK, SATIN LINED IN COLOR TO MATCH QUARTERS. RHESONE BUCKLE.

THE "VERNON CASTLE" PUMP, MADE IN BLACK, WHITE OR COLORED SATIN, AN INVISIBLE ELASTIC INSTEP BAND HOLDS THE SLIPPER SNUGLY TO THE FOOT.

"INLAYON" COLONIAL, SHOWN IN PATENT LEATHER WITH INLAY OF SATIN SUEDE AND IN BRONZE KID WITH INLAY OF BRONZE CLOTH.



MAHOGANY TAN BAL., PLAIN RECEDING TOE, FLANGE HEEL. ONE OF THE SEASON'S LATEST EFFECTS



GUNMETAL CALF, FAWN CLOTH QUARTERS, PERFORATED WING TOP. RECEDING TOE, SLIGHTLY FLANGED HEEL



VELOUR CALF BAL., SIX BUTTON, DARK TAN TOP, MODERATE RECEDE TOE, PERFORATED TIP AND FLANGED HEEL

height will be one and a quarter inches of a nice square shape. They have added several attractive medium toe lasts that are good fitters and report that the factory is running to capacity.

The Parker Shoe Co., of Preston, Ont., are showing a fine range of women's McKays for spring. Three new lasts have been added, one a medium recede toe, another a neat, nobby toe and the third a medium, full high toe for growing girls. Patent is the leading leather, with gun metal a close favorite. Many of the samples have brocade and cloth tops, as well as dull calf and are decidedly attractive, evidencing neat shoemaking. Cuban and spool heels predominate. In low cuts there are many smart colonials and pumps as well as strap slippers, including the new Castle pump, with brocade quarters and patent inlays. This shoe is secured at the instep with a new flat invisible button, which the firm claim is a decided improvement over the elastic band or other fastening. There are also one, two and three strap slippers, including Mary Janes. A nice display is made in the misses' line in patent and gun metal high cuts with cloth and calf tops. The firm, of which S. H. Parker is manager, now specialize on women's and misses' McKays exclusively and report business as good for the coming season.

J. A. & M. Cote, of St. Hyacinthe, Que., are adding a few staples this season in men's McKays and Good-years on a medium toe last which they believe will be the best seller. They are keeping their pegged and standard screw work up to the standard in quality and finish.

J. M. Humphrey & Co., St. John, N.B., have just commenced to make men's welts in their factory. Their line of Humphrey's Solids in heavy nail shoes has met with favor from the trade, and they hope to make as good an impression for Humphrey's Goodyears.

Veteran Shoe Manufacturer Expires

The shoe trade in Canada have learned with deep regret of the death of William A. Marsh, one of the most prominent and influential footwear manufacturers in the Dominion. Mr. Marsh passed away at his home on Grand Allee, Que., on July 23rd., in the sixty-seventh year of his age. In the last issue of the SHOE AND LEATHER JOURNAL it was announced that Mr. Marsh was retiring from the William A. Marsh Co., at the head of which he had been for over thirty years, transferring his interest to E. P. Mullarky, for the past eight years superintendent of the plant. It was announced that he had sold a portion of his holdings in the W. A. Marsh Co. Western, Limited, Winnipeg, to Arthur Congdon, and that the name of the firm would be changed to Congdon and Marsh, Limited. Little was it then thought, although

Mr. Marsh's health has not been good for a long time, that he would live for so short a while to enjoy relaxation from business cares. It had been hoped that he would completely recover and regain his strength. All promised well until a few weeks ago, when Mr. Marsh was taken very ill and gradually became weaker, until the evening of July 23rd, when he passed quietly away surrounded by the members of his family. By his force of character, his energetic disposition and his inherent ability Mr. Marsh had worked his way up to a commanding position in the industrial and residential life of Quebec. He was a useful, active and public spirited citizen and held many leading positions, among them being past president of the Board of Trade, past vice-president of the Quebec branch of Canadian Manufacturers' Association, director of the Quebec Bank, a governor of the Jeffery Hale Hospital and deacon of the Baptist Church.

Mr. Marsh was born in the Ancient Capital on the 16th of April, 1848, the son of Rev. David Marsh and Marion Exchells. He was educated at the Quebec High School and from modest beginnings in the commercial world he worked his way up until he became a partner in the retail shoe trade with the late Wm. Jacques. After following the retail business for some years he decided to graduate to the wholesale and manufacturing end of the business and entered partnership with Mr. Polly, the firm's name being Marsh & Polly.

Shortly afterwards, however, Mr. Marsh branched out for himself and established the firm which is now known as the Wm. A. Marsh Co., Limited, and which is one of the best known and most reliable shoe firms, not only in Quebec, but in the entire Dominion, and the products of which are sold on every market from the Atlantic to the Pacific.

The deceased married Miss Annie Glass, daughter of John Glass, of Quebec, who survives him, together with five sons and four daughters.

The sons are Messrs. Fred W., David, Jack, Willie and Ernest Marsh, while the daughters are Misses Jean, Dorothy, Ruth and Freda.

Mr. Marsh is also survived by four sisters: Mrs. E. C. Fry and Mrs. C. H. Shaw, of Quebec; Mrs. H. A. Calvin, of Kingston and Miss K. H., of India.

To the bereaved family the sincere sympathy of many friends in the shoe trade from all parts of Canada will be extended, many of whom sent messages of condolence and floral tributes. The funeral on July 25th was very largely attended.

Charles and Fred. Ahrens, of C. A. Ahrens, Limited, Berlin, are spending a few holidays at their summer home, located at Grand Bend, Ont.

Boston Market Fair a Success

(Continued from page 34)

and certainly obtained a fine coat of tan which was much envied.

The Breithaupt family certainly was well represented, four members of it being in the building on different occasions, and all from Berlin.

"A run on the bank" was felt for those pins which the SHOE AND LEATHER JOURNAL distributed. They proved very popular.

The Ames-Holden-McCready visitors were out for a good time. For fear of putting our foot in it—"nuff said."

It was unanimously voted that a finer looking lot of men never sat for a photo than the crowd shown in the accompanying picture, and every one of 'em sober. Much surprise was expressed at this unheard of state of affairs by the sitters themselves.

Canadians Who Visited the Fair

Among those who registered at the SHOE AND LEATHER JOURNAL, booth 38, which was the headquarters of all Canadian visitors, were the following: W. A. Moore, A. O. T. Beardmore and J. A. Matheson, of Beardmore & Co., Toronto; S. G. Amero, Kaufman Rubber Co., branch, London, Ont.; A. O. Russ, C. S. Hyman Co., London; H. L. Daville and W. Pollard, C. Parsons & Son, Limited, Toronto; H. W. Algeo, United Shoe Machinery Co., Montreal; E. F. Leonard, Montreal; W. George, Montreal; J. Weizel, St. John, N.B.; Albert Tetrault and A. N. Cusson, Tetrault Shoe Manufacturing Co., Montreal; Clarence F. Smith, Montreal; George G. Gales, Montreal; E. T. Jacobi, Toronto; Theo. King, King Bros., Whitby; E. C. Greb, Berlin Shoe Manufacturing Co., Berlin; J. A. Scott, Quebec; W. A. Lane, Montreal; A. Lefavre, Ames-Holden-McCready, Limited, Montreal; F. J. McCann, Goodwin's Limited, Montreal; J. H. Porter, Robert Simpson Co., Toronto; William Chamberlain, Getty & Scott, Galt; A. L. Dupont, Dupont & Frere, Montreal; H. D'Artois, Fisk Limited, Montreal; Alfred Minister, Minister, Myles Shoe Co., Toronto; Freeman G. Smith, Lunenburg, N.S.; J. Abernethy, D. D. Hawthorne & Co., Toronto; James Smith, Sackville, N.B.; Lloyd M. Ault, A. W. Ault & Co., Ottawa; R. H. Greene and S. P. Langdon, Gutta Percha and Rubber, Limited, Toronto; W. V. Eccleston, T. Eaton Co., Toronto; H. Sauve, Sauve & Perras, Montreal; W. S. Edwards, Edwards & Edwards, Toronto; A. J. LaBerge, Ames-Holden-McCready, Limited, Montreal; Frank W. Slater, Oscar Brunet and Tom Robinson, of the Eagle Shoe Co., Limited, Montreal; L. J. Breithaupt and L. V. Breithaupt, Breithaupt Leather Co., Berlin; J. R. Payan and L. F. Payan, Duclos & Payan, St. Hyacinthe, Que.; Charles K. Palmer and W. H. Christie, Fredericton, N.B.; W. E. Gerish, Canadian traveler P. J. Harney Shoe Co., Lynn, Mass.; A. Levy, Toronto; Philip Pocock and Joseph Pocock, London; J. S. Townsend, Hamilton; C. E. Raven, St. Thomas; William Moore, Barrie; J. C. Breithaupt and J. E. Breithaupt, Berlin; Charles E. Slater, Boston and Montreal; J. C. Weir, Schrader, Mitchell & Weir, Glasgow; W. E. Broadhead, Broadhead & Conyers, Leeds, Eng.; A. F. Callahan, Amherst Boot and Shoe Co., Amherst, N.S.; John Malvenan, Wood, Malvenan & Co., Glasgow, Scot.; Chas. Gibson, S. Gibson & Sons, Leeds, Eng.; R. Harrison, G. A. Slater, Limited, Montreal; J. E. Archambault, Montreal; A. White, White & Sons, Halifax, N.S.; C. L. England, C. F. England & Sons, London; Simon O. Z. Hirtle, Lunenburg, N.S.; J. H. Thompson, Amherst Boot and Shoe Co., Amherst, N.S.; Henry W. Carter, Weston Shoe Co., Campbellford, Ont.; W. S. Sydney and H. C. Seymour, Melbourne, Australia; Wm. McQueen, Plewman, McQueen Co., Lei-

ONE OF THE FINEST SOCIAL FEATURES OF THE BIG FAIR

Here is seen the great gathering in front of the Club House at Beverly, Mass., after an enjoyable automobile ride as guests of the United Shoe Machinery Company. The outing is always one of the most pleasant associations of the Shoe and Leather Market Fair at Boston.

This year there were thirty-five motor cars containing one hundred and seventy-five guests in the procession. The inspection of the U. S. M. Company's big plant at Beverly, covering twenty-one acres of floor space, was both interesting and instructive.



chester, Eng.; R. B. Harvey and H. Harvey, R. B. Harvey & Sons, Limited, Bury, Eng.; A. G. Moxley, Leicester, Eng.; Karl Sohre, F. G. Sohre, Dresden, Germany; Sam Millar, F. A. Patton and A. C. Miller, Millers, Limited, Glasgow; H. W. Davis and Elmer Davis, A. Davis & Son, Kingston; A. J. Davis, Davis Leather Co., Limited, Newmarket; R. C. Landon and E. C. Weston, Weston Shoe Co., Campbellford; S. Morley Wickett, Wickett & Craig, Limited, Toronto; F. Kay, Montreal, Canadian representative I Levinstein & Co.; Louis J. Guay, L. David Julien, J. Guay & Fils, Quebec.

Canadian Exhibits at Boston

Here is what "Hide and Leather" has to say of Canadian Day and Canadian exhibits at the recent Shoe and Leather Market Fair in Boston:

"Monday, July 13th, was set aside as a special day for the British and Canadian visitors at the Shoe and Leather Fair, Boston. The attendance was larger than ever before. At the 1911 Fair there was a large and enthusiastic attendance from Canada. A still larger delegation came down in 1912, while this year visitors from Canada and Great Britain met in Boston in larger numbers than at any previous time. British and Canadian flags decorated the building and British and Canadian airs were played by the orchestra.

"Among the Canadian exhibitors at the Fair were Beardmore & Co., Toronto, tanners of Canadian sole leather. This firm has a New England representative located in Boston, J. A. Matheson, who has developed good business here.

"From their Toronto office came W. Alfred Moore and Torrance Beardmore, each prominent in the Canadian trade.

"C. Parsons & Sons, Limited, upper leather merchants, of Toronto, showed some good lines of leathers at their stall in charge of H. L. Daville and W. Pollard.

"C. S. Hyman Co., of London, Ont., were in stall No. 235 with their leathers, in charge of A. O. Russ, who will be remembered by many American friends through his Chicago connections. Mr. Russ was at one time with Herman Loescher, of Chicago. The Hyman leathers attracted much attention at the Fair.

"The well-known calf leathers of the Davis Leather Co., Newmarket, and A. Davis & Sons, of Kingston, Ont., were a feature of interest in the Canadian section at the Fair. Everett E. Bird, of Boston, was one of the best boosters, not only of the Fair, but of the Davis leathers. Mr. Bird reports taking many good orders at the Fair, and was one of the most enthusiastic exhibitors of the big exposition. He was busy from the opening at 10 a.m. until the closing at 10 p.m. and his good business results at the Fair are no doubt greatly due to his interest and activity. Mr. Bird is an energetic worker and has made good progress as a representative of leading tanners whose products he handles in the New England trade. H. W. Davis, Elmer Davis and A. J. Davis were at their stall to welcome visitors."

An Enjoyable Trip to U.S.M. Co.'s Plant

One of the most enjoyable features of the Fair was the trip to the immense plant of the United Shoe Machinery Company, at Beverly, on Tuesday, July 14th, when thirty-five automobiles, all gaily decorated for the occasion, conveyed the Fair visitors through Lynn, Salem and on to the U.S.M. Company's plant in Beverly. After spinning through Boston, the cars wended their way along, passing Revere Beach, and following the shore all the way, thereby adding much to the enjoyment of the guests. At Lynn a short stop was made, a delegation of the leading citizens and prominent shoemen being on hand to welcome the party, each member of which was presented with a souvenir in the form of a

very attractive badge, composed of a miniature hide, a small pattern of the new lamps recently installed in the streets of Lynn, and a small insole. Many favorable comments were made on the neatness and novelty of these badges. On entering Lynn, a large banner was noticed stretched across the street bearing the words, "Welcome to Lynn, the shoe city of the world." Work in the different factories along the route taken through the city was suspended, and a hearty cheer was given the visitors by the employes of the different gaily decorated factories.

After leaving Lynn the procession journeyed on to Salem, passing many seashore resorts on the way. The visitors were treated to a thorough inspection tour through the burnt section of Salem, the automobiles wending their way through the principal streets in which the fire played most havoc. Much surprise was evinced at the large damage sustained, most of the sight-seers having, previous to the visit, no idea of the real loss, over a quarter of the town being consumed by the flames. After viewing the burnt section, the journey was resumed, the cars passing through the historical section of Salem, and on to Beverly, where the guests were greeted by officials of the United Shoe Machinery Company at the beautiful club house of the company's employes. Lunch was served on the lawn, after which a group photo was taken of the visitors, this being the second photo of the day, one having been taken outside the Mechanics' Building in the morning, just before starting on the trip.

Before embarking on an inspection tour of the U.S.M. Co.'s plant, R. C. Jacobsen, of Chicago, President of the Market Fair, proposed three cheers in honor of the United Shoe Machinery Company, and was heartily responded to. Cheers were also given for Chas. T. Cahill, manager of the publicity department of the U.S.M. Co., through whose tact and thoughtfulness everything passed off so pleasantly.

The one hundred and seventy-five guests were then conducted through the immense works of the United Shoe Machinery Company, which has been well termed an "industrial city." Here the marvellously intricate mechanical inventions for the making of the footwear of the world are put together, and machines are turned out by the thousands every year.

One of the Largest Plants in the World

There are sixteen buildings, constructed of reinforced concrete, with seventy-five per cent. of the wall space devoted to windows. There are twenty-one acres of floor space in the structures, and five thousand people are employed all year around, and all perform their work under the best and most sanitary conditions. Over three hundred different kinds of machines are produced.

It is a six mile walk through the plant. Over nineteen million parts of machines and twenty-five thousand finished machines are turned out annually. In the stock room nearly a hundred thousand cataloged parts are kept. Every department is clean, well ventilated and admirably managed. The dining room, rest room, recreation rooms, hospital and offices, as well as the power house, and, of course, the different manufacturing departments, were visited, and every one of the many features was a topic for favorable comment, and all presented an interesting and instructive study.

After the inspection the visitors started off on the return trip to Boston, the occupants of each car selecting whatever route they desired.

A welcome visitor from Canada was James A. Scott, of the Anglo-Canadian Leather Co., Quebec, Canada, known throughout the leather trade of the United States, Canada and on the other side of the water as "Jimmy Scott." We were glad to see him.—Hide and Leather.

Rubber Men Hold Fine Convention

The annual convention and re-union of the officers and salesmen of the Canadian Consolidated Rubber Co., Montreal, was held from July 21st to 25th and was a decided success. The social features were very entertaining, while the



R. E. JAMIESON, GENERAL SALES MANAGER, WHO PRESIDED AT THE CONVENTION

business sessions were marked by earnestness and enthusiasm. Reports received from the various branches of the company indicated that the past year was a good one, particularly in the rubber footwear line. T. H. Rieder, vice-president and general manager of the company, R. E. Jamieson, general sales manager of the company, A. D. Thornton, R. W. Ashcroft and others extended a warm welcome to the delegates.

Three days were spent in session in Montreal, when a number of edifying addresses were delivered by rubber experts. On Wednesday evening, July 22nd, the guests were honored at a banquet at the Country Club, St. Lambert. The function was a highly enjoyable one and the toast list and other features will long be remembered.

By special cars the conventionites were taken to Berlin on Thursday night, where the splendid plant of the Dominion Nobby Tread Tire Co. was inspected as well as the factories of the Merchants Rubber Co., the Kimmel Felt Co., and the Berlin Felt Boot Co. On Friday evening there was a banquet and entertainment at Schweitzer's Hotel, Conestogo, at which A. J. Kimmel was host.

The convention was certainly the most successful and representative ever held by the company and cannot fail to be of much practical interest and benefit to all.

Those in attendance were T. H. Rieder, vice-president and general manager; R. E. Jamieson, general sales manager; W. Binmore, treasurer; A. Dwyer, assistant treasurer; J. H. McKechnie, vice-president; A. D. Thornton, vice-president; F. E. Partridge; R. W. Ashcroft, advertising manager, Montreal; Charles Holden, Western sales manager, Winnipeg; A. E. Massie, division manager, St. John; J. K. Lindsay, division manager, Toronto; J. M. S. Carroll, division manager, Montreal; W. A. Allen, division manager, Vancouver; Hugo Wellein, division manager, Winnipeg; G. H. Forbes, branch manager, Halifax; A. C. McGiverin, branch manager, Calgary; C. H. Himburg, branch manager, Edmonton; J. H. Jamieson, branch manager, North Bay; E. M. Zavitz, branch manager, Ottawa; J. A. McKenzie, branch manager, Victoria; E. Y. Jones, branch manager, Regina; L. T. McGiverin, branch manager, Saskatoon; J. A. Connor, branch manager, London; A. J. Healey, branch manager, Quebec; J. H. Pearce, jr., assistant manager Granby Rubber Co., Granby, Que.; W. R. Stewart and H. R. Nixon, St. John; C. F. Veitch, W. G. Martin, H. V. Johnstone, To-

ronto; J. M. Rice, M. B. Clint, F. J. Roschman, Winnipeg; E. W. James, Fort William; J. M. Doyle, Vancouver; Joe Harper, Ottawa; F. L. Summerhayes, A. D. Weber, J. A. Wade, W. A. Eden, H. J. Hummell, O. H. Hymmen, J. L. Grant, C. K. Hutchinson, F. Jamieson, H. A. Wells, M. F. Spiegel, J. J. Keiswetter, W. A. Youngblud, F. A. Todd, George Bergeron, J. L. Quesnel, Montreal, and others.

Cut Out the Guess Work

It isn't enough for the retailer to merely "guess" that a given line of effort pays. He must know that it pays, and how much, else he may be losing money by not pushing some other line of effort.

Thousands of retailers to-day are failing to make the success they are capable of, just because they think this thing or that thing needs attention most, when, as a matter of fact, some other thing may be a hundred times more important. Unless they know when their efforts are most effective, they can't know which thing to do first, and they keep so busy doing the wrong things that they never have time to do the profitable things—to work out plans that mean more business and less expense.

Scientific management, in the retail business and everywhere else, means knowing all the time exactly what each plan produces—it depends not upon ability half so much as upon analytical reports which enable the manager to do the right thing at the right time.

New Position for Mr. Savage

R. L. Savage, who on August 1st will enter upon his new duties of sales manager for the James Muir Co., Limited, shoe manufacturers, of Maisonneuve, is widely known to the footwear trade in Canada. He started with the Ames-Holden Co. when twenty-one years of age and remained with them seven years. His next position was with the Hartt



Boot and Shoe Co., with whom he was for three years. Then for several years he was one of the energetic salesmen for Geo. A. Slater, Limited, and four years ago formed a partnership with A. E. Jackson, under the title of Jackson & Savage, Limited, Montreal, wholesalers and shoe manufacturers, from which firm he recently withdrew to enter upon his new duties. Mr. Savage is a brother of M. L. Savage, who for several years has been the Western Canada representative of the Tetrault Shoe Manufacturing Co., and other concerns.

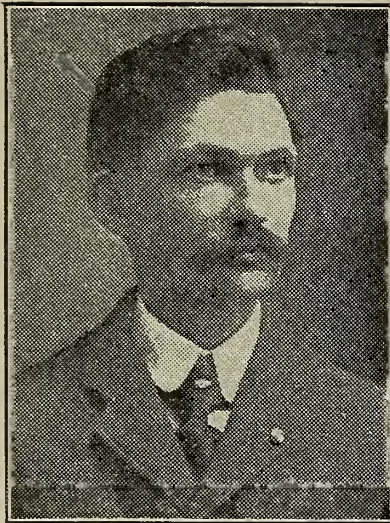


THE DELEGATES TO THE CANADIAN CONSOLIDATED LEATHER CO'S CONVENTION "SNAPPED" IN FRONT OF THE COUNTRY CLUB AT ST. LAMBERT, QUE. WHERE A JOLLY BANQUET WAS TENDERED THE VISITORS

Splendid Picnic Held by Shoemen

The annual picnic of the shoe section of the Montreal Retail Merchants' Association was successfully held on July 9th at Maple Grove. In order that the outing might be made more pleasant, the shoemen and dry goods merchants joined hands and by so doing were enabled to have a much better time than they would otherwise have had.

The day turned out fine, and a very large crowd was on board when the train steamed out of the station at 9 a.m., and as the distance to Maple Grove was not very great, in



J. O. BOULERICE, PRESIDENT

a short time the excursionists were at the picnic grounds, and had divided up into parties, all intent upon enjoying themselves to the utmost.

The morning was spent in various ways, and after everybody had partaken of lunch, the programme of games was started, every event proving of great interest, the culminating event being the tug-of-war between the shoe travelers and the dry goods travelers, honors being carried off by the shoe travelers after an exciting and arduous tussle.

Congratulations are due to the organizers and officers of the two associations who worked hard and earnestly in order that the day should prove successful. Foremost among these are Messrs J. O. Boulerice, president of the

Retail Shoe Merchants' Association; A. Lasalle, vice-president, and Raoul Vinet, treasurer, along with Messrs. Thos. P. Oakes, president of the dry goods men, J. A. Chartrand, vice-president, L. P. Dion and J. Cardin.

Below is given the full programme of sports and the winners in each event:—

50 yard dash, open to girls under 16 years—1st, Miss A. Lalonde; 2nd, Miss Beatrice Boulrice; 3rd, Miss Gilberte Oakes; 4th, Miss Evangeline Picard.

75 yard dash, open to boys under 16 years—1st, Philip Chartrand; 2nd, Leo Gareau; 3rd, R. Desjardins; 4th, H. Giroux.

75 yard dash, open to girls over 16 years—1st, Miss M. Oakes; 2nd, Miss Aline Gareau; 3rd, Miss A. Oakes; 4th, Miss H. Cardin.

75 yard dash, open to wives of shoe merchants—1st, Mrs. E. Demers; 2nd, Mrs. A. Raby; 3rd, Mrs. A. Larue; 4th, Mrs. T. Joly; 5th, Mrs. J. O. Boulrice.

75 yard dash, open to wives of dry goods merchants—1st, Mrs. A. Pion; 2nd, Mrs. J. P. Gervais; 3rd, Mrs. E. Grenier; 4th, Mrs. P. F. Cormier; 5th, Mrs. J. C. Laverdure.

100 yard dash, open to boys over sixteen years—1st, J. H. Gareau; 2nd, A. Legendre; 3rd, L. Mailloux; 4th, G. Dion; 5th, A. Oakes.

75 yard dash, open to members of shoe section of the association—1st, S. Demers; 2nd, R. Vinet; 3rd, O. C. Cardinal; 4th, E. Sansfacon; 5th, J. O. Boulrice.

75 yard dash, open to members of dry goods section of association—1st, J. B. Payette; 2nd, J. O. Gareau; 3rd, J. A. Chartrand; 4th, J. P. Gervais; 5th, T. P. Oakes.

50 yard apple race, open to ladies and girls—1st, Miss M. Oakes; 2nd, Mrs. A. Gareau; 3rd, Miss G. Oakes; 4th, Mrs. A. Pilon; 5th, Mrs. A. Raby.

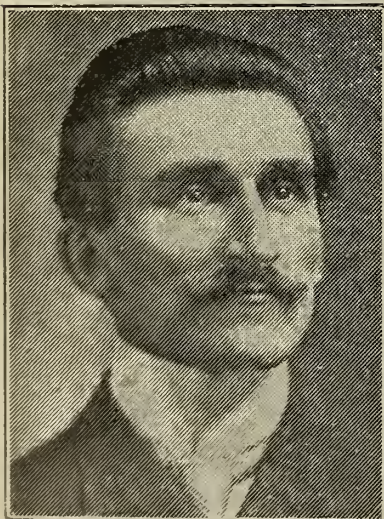
Tug-of-war—shoe travelers vs. dry goods travelers—won by shoe travelers composed of Messrs. O. Gagnon, P. Moise, J. G. Cote, Z. Moise, O. Barriere, E. Sansfacon, O. Cardinal, P. A. Lapointe, R. Lemire, J. A. Viau, S. Demers and J. O. Boulrice.

100 yard dash, open to everybody—1st, L. Gelinas; 2nd, E. Gareau; 3rd, A. Duhamel; 4th, L. Noel; 5th, Omer Barriere.

"Cache Cache" competition—Won by G. Dion; Messrs. J. H. Gareau and O. Cardinal won the other two prizes.

Special race for commercial travelers—1st, O. Cardinal; 2nd, P. Lecours; 3rd, M. Gascon; 4th, L. H. Juneau.

100 yard dash, open to all the ladies—Won by Mrs. Eddie Daoust.



ALBERT LASALLE, 1ST VICE-PRESIDENT



JOS. MORRIER, 2ND VICE-PRESIDENT



RAOUL VINET, TREASURER

SHOE NEWS IN PARAGRAPH

R. C. Comeau has opened a shoe store in Moncton, N.B.
F. G. Long, shoe dealer, of Gleichen, Alta., has assigned.
A. L. Munn, shoe dealer, of Vancouver, B.C., has assigned.

The Boston Shoe Co., of Calgary, has discontinued business.

J. B. Edington, shoe dealer, of Medicine Hat, Alta., has assigned.

J. Sailo, shoe dealer, Medicine Hat, Alta., recently made an assignment.

Smith & Thornton have commenced a shoemaking business in Saskatoon.

F. W. Knowlton, of the U.S.M. Co, Montreal, was in Quebec last week.

Peter Hume, sr., has opened a shoe repair shop in Grand View, Man.

James Searle, shoe dealer, of Norwich, Ont., has sold out to M. W. Rice.

Leslie Thomas has opened a shoe repair shop on Mill street, Port Hope.

Wyatt & Little, shoe retailers, of Saskatoon, Sask., have dissolved partnership.

A. H. Grainger, of the T. Eaton Company, Toronto, was in Montreal last week.

H. Goldman & Sons, dealers in leather goods, Montreal, have dissolved partnership.

Harry Dallas, jr., 23 Scott street, Toronto, is spending his holidays among the Muskoka Lakes.

D. D. Hawthorne, of D. D. Hawthorne & Co., Toronto, is spending his holidays on the Maine Coast.

J. E. Warrington, of the John Ritchie Co., Quebec, was in Toronto last week calling upon the trade.

Chas. Campbell, Canadian manager of the Boston Last Co., at Richmond, was in Montreal recently.

M. Plamondin, of the Paquet Company, Quebec, was a recent visitor to several Montreal shoe factories.

E. J. Robertson, of the United Shoe Machinery Co., of Montreal, spent a few days in Toronto last week.

John C. Redding, of A. A. Durkee Co., shoe manufacturers, of Truro, N.S., was in Montreal last week.

H. C. Durgin, superintendent for Charles A. Ahrens, Limited, Berlin, was in Toronto last week on business.

A number of new machines have been placed in the factory of Percival & Gravelin, Montreal, by the U.S.M. Co.

The Korreect Shoe Store, 5 Richmond street east, Toronto, has opened up another store at 352 Yonge street.

Charles Fogelberg, of Gourlay & Fogelberg, Limited, Berlin, Ont., has returned from a business trip to Chicago.

Abraham Judelson, dealer in shoes and gents' furnishings, 661 Barton street east, Hamilton, made an assignment recently.

Philip and Joseph Pocock, of the London Shoe Co., London, were in Montreal and Quebec last week on a business trip.

A. R. Kaufman, of the Kaufman Rubber Co., Berlin, and wife have returned from an extended trip to Great Britain and the Continent.

Charles Bonnicks, manager of the Toronto Branch of Ames-Holden-McCreedy, Limited, spent a few days recently in Montreal on business.

The shoe merchants of Brantford, Ont., have had an early closing by-law passed by the city council. It has just gone into effect. All shoe stores close at seven o'clock every night except Saturday.

Alteen & Co., of Cobalt, shoe dealers, made an assign-

ment recently. The assets are about six thousand dollars and the liabilities the same.

George Chambers, of the Regal Shoe Store, Yonge street, Toronto, has been spending his holidays on a fishing expedition at Bass Lake, Ont.

A. Chadwick, Danforth avenue, Toronto, is erecting a new shoe store on that street in the next block west, which he expects to occupy in the fall.

Mr. Locke, buyer for the footwear department of the T. Eaton Co., Winnipeg, was in Toronto and other cities this week on a purchasing trip.

C. A. Davies, of Blachford, Davies & Co., Toronto, has returned from a business trip to the shoe factories of Montreal, Quebec and other cities.

Oscar Rumpel, felt footwear manufacturer, Berlin, was in Toronto last week calling upon the wholesale trade and showing a fine range of samples.

C. L. Owens, manager of the Royal Shoe Co., Toronto, has returned after spending his holidays at Burleigh Falls, Ont., where he had good luck fishing.

H. G. Greene, assistant manager of the footwear department of the Gutta Percha and Rubber, Limited, Toronto, is spending his holidays at Kawartha Lakes.

W. E. Armstrong, of the traveling staff of McLaren & Dallas, Toronto, accompanied by his son, is spending his holidays at Wiarton and other lake points.

Clayton Hurlbut, of the Hurlbut Co., Limited, Preston, is recovering after a rather serious attack of appendicitis, which laid him up for the past three weeks.

H. W. Lasher, representing the F. A. Sherwood Co., of Rochester, N.Y., dealers in upper leather, was in Toronto, Berlin and other cities this week on business.

W. F. Martin, sales manager of the Kingsbury Footwear Co., Montreal, and family, have gone on an automobile trip through Vermont and other New England States.

James Dorman, shoe retailer, 225 Broadview avenue, Toronto, will represent the Blachford Shoe Manufacturing Co. in Eastern Ontario during the coming season.

The Canadian Consolidated Rubber Co., Montreal, have issued a sporting shoe, "Fleet Foot," display card which presents a very natty appearance, and are having a large call for it.

Walter Powell is making extensive alterations to the Sample Shoe Store, West Toronto, and enlarging the upstairs portion. He intends putting in a fine stock of traveling goods.

Fred Hull, representing the La Parisienne Shoe Co., of Montreal, has opened sample rooms at 209 Mail and Empire Building, Toronto, where he has a fine range of spring samples.

There has been a sharp advance of late in men's heavy splits and tan chrome splits, some of the Eastern manufacturers having raised their prices by about ten and fifteen per cent.

J. S. Ashworth, Toronto, Canadian manager for Sir H. W. Trickett, Limited, Waterfoot, England, has returned after spending several weeks in the Old Country with his wife and family.

The United Shoe Machinery Co. state that orders for Goodyear shoe repair outfits are still coming in fast. A complete equipment was installed by them last week in the city of Sherbrooke.

Several Pluma skiving machines, Model "D", have recently been placed in Montreal factories by the U.S.M. Co. The new knife truing device used on this machine is an important feature.

The shoe store of I. Zumar, corner of Bridge and Wellington street, Hull, Que., was broken into recently. The till was forced but the robbers received no money, as the receipts for the day had been taken away by the proprietor. The

thieves then selected several pairs of fancy footwear and made their escape.

The annual picnic of the employes of the Gutta Percha and Rubber, Limited, Toronto, was held on July 24th to Niagara Falls. The event was a great success, being attended by several hundred people.

Harold Bonnick, of the Ames-Holden-McCreedy traveling staff, Toronto, is making an automobile tour to Rochester and other cities in New York State and will also visit Montreal and the East.

A neat and bright monthly publication has been started by the United Shoe Machinery Athletic Association of Beverly, Mass. It is entitled "The Three Partners," which stand for capital, labor and the public.

N. J. Bordeau, Toronto, in addition to representing the Boy Scout Shoe Co. in Western Ontario as usual, will handle infants', children's and misses' welts made by the A. A. Durkee Co., Truro, N.S.

E. S. Many, an agent of the U.S.M. Co., Montreal, is at present in the factory of J. M. Humphrey & Co., St. John, N.B., setting up and starting a full equipment for the manufacture of men's Goodyear welts.

S. H. Parker, of the Parker Shoe Co., Preston, Ont., has returned from a successful selling trip to Amherst, St. John, Quebec, Montreal and Toronto with a fine range of spring samples in women's McKays.

L. M. Stock, Western representative of Walker, Parker

NOW TRAVELS IN MARRIED MAN'S SHOES

George J. Cowling, who will this season cover Western Ontario for the Blachford Shoe Manufacturing Co., is a Toronto boy well known to the shoe trade. Recently he entered the ranks of the benedicts and is receiving the congratulations of his friends. Previous to becoming identified with the footwear trade he was engaged in another



line of business in Toronto. Selling out, he entered the employ of the Relindo Shoe Co., Toronto, with whom he remained five years, starting in the shipping room, later becoming city traveler and doing parts of the province of Ontario. He also made a couple of successful trips to Western Canada. A few weeks ago he joined his present firm. He likes the selling game and has established a good connection with the retail trade.

& Co., Toronto, and W. E. Short, who looks after the Prairie Provinces for the Kingsbury Footwear Co., Montreal, leave next week on their spring selling tours.

Excavation has started for the handsome new shoe house which will be erected at 290 Yonge street, Toronto, and occupied, when completed, as a Walk-over shoe store, which will be opened by F. A. Guinivan, of Montreal.

B. F. Morley & Son, 27 Wellington street east, Toronto, have been appointed selling agents for Toronto and Western Ontario for the Eagle Shoe Co., Montreal, which ground was formerly looked after by Frank W. Slater.

O. H. Vogt, managing director of the Great West Felt Co., Elmira, Ont., was in Winnipeg recently on a business trip. The capacity of the Great West plant has recently been increased and business with the firm is good.

Fred Knox, who recently bought out the Hellyar Shoe Store, in Bowmanville, has made several changes to the premises. A new hardwood floor has been laid, the counters removed and other interior improvements carried out.

Wm. L. Saunders and Fred, R. Aitchison of Durham, Ont., have opened a new boot and shoe store and grocery in W. Black's old stand in that town. The new firm of Saunders & Aitchison will conduct a first-class repair shop.

Clarence S. Acton has taken a position on the selling staff of the Relindo Shoe Co., Toronto, and will cover several leading centres in Ontario. Roscoe Burlingham, of Toronto, has also joined the traveling force of the Relindo Shoe Co.

C. B. Dayfoot & Co., shoe manufacturers, Georgetown, have recently installed several sole tacking machines. The Berlin Felt Co. and the Kimmel Felt Co., Berlin, have added several Model C clicking machines, supplied by the U.S.M. Company.

The Arnprior Felt Co., Limited, has been incorporated with a capital stock of \$50,000, head office in Arnprior. The company is empowered to construct, build and operate felt mills, and to engage in the manufacture and sale of felt and woollen goods.

J. J. Harton, shoe dealer, 1376 Queen street west, Toronto, has installed a nice, attractive double front with tiled floor. The entrance is of a receding nature and the windows are paneled in white, while the plate glass is held in position by copper clamps.

Hanan & Son, of Brooklyn, N.Y., who, it was reported, would start a shoe factory in Canada, located either in Montreal or Toronto, say that there is no foundation for the report whatever, and they are at a loss to understand how it became so general.

E. P. Mullarky, who has secured a controlling interest in the Wm. A. Marsh Co., Quebec, has managed the business for the last eight years. The name and capital stock of the company will remain the same, while the general policy will continue as in the past.

Oscar Rumpel, manufacturer of felt footwear, has begun manufacturing in his new premises in the W. G. & R. Building on Queen street, Berlin. The latest equipment for the manufacture of fine felts has been installed by the United Shoe Machinery Co.

J. A. Perron is representing the Rena Footwear Co., Montreal, in the province of Quebec, while Omer Lord is the city salesman for Montreal. M. E. Demers is selling agent for the Maritime Provinces, while P. M. Goff will cover Ontario and the West for the firm.

E. M. Trowern, Dominion Secretary of the Retail Merchants' Association, Toronto, attended the annual picnic of the Boot and Shoe Section of the Retail Merchants' Association, Montreal, which was held at Maple Grove on July 9th. The event was a distinct success.

Julius Kuechler, who is widely known in the shoe trade, has been appointed representative of Getty & Scott, Limited,

Galt, for Manitoba and Saskatchewan, succeeding H. Gibbons, who has resigned. Mr. Keuchler has made several trips to the West and is a thoroughly capable representative. The firm believe they have in him the right man for the right place.

G. C. Yearsley, manager of the Toronto branch of the Miner Rubber Co., who recently recovered from an attack of appendicitis, is spending a few weeks at Strawberry Island, accompanied by his wife and family. E. A. Chalk, of Toronto, Northern Ontario representative of the Kaufman Rubber Co., is also holidaying at Strawberry Island with his family.

An interesting booklet has been issued by Daniel S. Knowlton, 205 Lincoln street, Boston, entitled "A Primer of Boots and Shoes." It contains in alphabetical form a fund of information relating to the shoe and leather trade. The work is neatly gotten up and is filled with numerous appropriate quotations.

T. P. Conley, formerly superintendent of the Todd Shoe Co., Rochester, N.Y., has resigned his position with that concern and has accepted a position as superintendent of the John McPherson Co., Hamilton, Ont. Mr. Conley is well-known in the shoe trade in both Massachusetts and New York State.

If the European war lasts long, shoes will take an upward bound, according to J. Harry Selz, president of the Selz-Schwab Shoe Co., Chicago. There is no immediate danger, but the fact that there is no leather surplus and the demand for millions of pairs of shoes after war begins will affect the prices, Selz declares. "Leather follows the price of wheat in war times," he said. "There will be hundreds of thousands of men involved in the struggle, and that means shoes. Sole leather will rise first and top leather will come next."

The petition, which has been circulated by the Boot and Shoe Section of the Retail Merchants' Association, asking that the cash payment for rubber footwear be extended from November 10th to January 10th, has been largely signed in Ontario and other provinces. A petition is now being circulated among the shoemen in the West under the auspices

of the various provincial boards of the Retail Merchants' Association. It is not likely that the largely signed document will be presented to the rubber footwear manufacturers for some weeks yet.

The Cobourg Felt Co. have been incorporated with a capital of \$200,000 divided into two thousand shares of one hundred dollars each, of which one thousand are preference shares. The head office of the company is Cobourg, and the incorporators are George W. Charles, Henry Fullerton, John Dick, William Morgan Hilliard, and Alfred J. Armstrong, all of Cobourg. Under their charter the company are empowered to manufacture and deal in yarns, cloth, blankets, felt and other textile fabrics, and also to make and market boots and shoes and other footwear made from felt, rubber, leather and other materials.

The subject of the supplying of rubber boots to city employes was brought up for discussion in Fort William recently. Commissioner Brennen stated that the city had already supplied five hundred pairs of boots in a short period, which represented a money value of \$1,750. He cited instances where he had seen workmen wearing the boots when they had absolutely no need for so doing. City Engineer Knight pointed out that the supplying of boots free had been stopped about a week ago and since then boots could only be secured by paying for them.

Forest Elliott, son of Chas. W. Elliott, shoe retailer, 320 Danforth avenue, Toronto, is only sixteen years old, but is a wireless telegraph expert. The boy has learned the art of receiving and sending wireless messages, not from anyone else, but purely from books. He has also constructed his own complete wireless outfit and has received messages from places 2,500 miles away. Forest is able, after some months of practice, to despatch some thirty words a minute and can receive about twelve a minute, the latter being much more difficult. Every evening he talks to his friends of the wireless.

A gun duel, in which nearly half a dozen revolver shots were said to have been exchanged between a Bank street store proprietor, Emile Joseph, and three unknown men, believed to be burglars, was staged in Ottawa recently. The

SHOE TRAVELER WHO RAISES GRAPE FRUIT

Frank Mercer, western Canada representative of the Brandon Shoe Co., of Brantford, Ont., recently returned from an extended visit to Cuba. He is seen mounted on the pony in the picture and standing beside him is his brother-in-law, G. B. Buxton. They are the owners of a thousand acres on the island known as the Los Manges plantation at Palmerito, Cuba, from which nine thousand cases of grape fruit were shipped last year, and it is expected that twenty thousand cases will be exported this season, as the crop is a very heavy one. Messrs. Mercer and Buxton form what is known as the Cauto Produce Co. In the other picture the former is also seen on the right. He was snapped



in Vancouver just after his last selling trip throughout the Prairie Provinces. Standing at the rear is W. G. Fallen, one of the Western representatives of Getty & Scott, Limited, of Galt, Ont. The other two gentlemen

on the left are John Simpson and Michael Fitzpatrick, both of Vancouver. Messrs. Mercer and Fallen expect to start for the West in a few days, each having a fine range of spring samples.

marauders got clean away and so far as is known, no valuables were taken. The scene of the affray was the Fleming Shoe Repairing Company, 815 Blank street, of which Mr. Joseph is proprietor.

The early closing by-law which the city council of Vancouver has had under consideration for the past several weeks was finally passed on July 14th, and became operative on July 25th. The classes of retail stores affected by the regulation are men's furnishing and clothing, boot and shoe, grocery, hardware, dry goods and butchers' stores. These must close at six o'clock on week days and eleven o'clock on Saturdays. The proposal to establish a compulsory weekly half-holiday has been shelved for the time being in view of the representations of retail store proprietors.

Gutta Percha and Rubber, Limited, Toronto, have recently purchased three lots at the corner of Richards & Nelson streets, Vancouver. The property has a frontage of 75 feet and the company will later on erect a fine warehouse in that city. Gutta Percha and Rubber, Limited, intend building a new four-storey fireproof warehouse on their property, Eleventh avenue, Calgary, and it is fully expected that building operations will begin very soon. It is also

CONDENSED ADVERTISEMENTS

Two cents a word. Minimum charge for an advertisement 50 cents.
Cash must accompany all orders.

MESSRS. E. PENTON & SON, Mortimer street, London, England are open to appoint a representative with shoe trade connection for Montreal and district on salary and expenses for the sale of gaiters, leggings, tennis, dress shoes of their manufacture and shoe trade sundries. For further particulars apply to Box 83, SHOE AND LEATHER JOURNAL, Toronto.

SHOE SALESMAN, 15 years' experience, wishes to represent wholesaler or manufacturer for coming season on territory, Ottawa Valley and Eastern Ontario, or Maritime Provinces. Write Box 84, SHOE AND LEATHER JOURNAL, Toronto.

FOR SALE—Tannery, also dwelling, on River Moira at Belleville, Ont.; lot four acres. Will be sacrificed to settle estate. Apply Chas Knees, Canifton, Ont.

WANTED—to hear from owner of good Boot and Shoe Store for sale—Ontario or Quebec. State lowest price and terms. Box 86 Shoe and Leather Journal, Toronto.

WANTED, by a shoeman, position as traveller. One that has always been able to get his share of business through Western Ontario—Address Box 85, 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

the intention of the company to erect a building in Regina, where they have a plot on Broad street of 100 feet frontage.

The Nugget Polish Co., of Toronto, will make exhibits at several of the leading Fall Fairs in Canada. T. W. Hart is now in the West, and has charge of the booth at Calgary exhibition. He will also look after the firm's interests at the Saskatoon and Edmonton Fall Fairs. L. R. Howard, of Toronto, will supervise the "Nugget" display at the Eastern Townships Fair in Sherbrooke, Que., while H. W. Parsons, Eastern representative of the firm will be in control at the Quebec, St. John and Halifax exhibitions. The Nugget Polish Co. will also have space at the Ottawa Exposition and the Western Fair at London. T. W. Hart and L. R. Howard will be in charge at the Capital, while F. B. Bollard will look after London. The firm will have its usual attractive booth



THE LATE WILLIAM A. MARSH
LEADING SHOE MANUFACTURER OF QUEBEC CITY, WHO DIED
ON JULY 23RD AFTER A LONG ILLNESS.
(See page 37)

in the Process Building at the Canadian National Exposition, Toronto, which will be in charge of John Harris, Canadian manager of the company.

The members of the Shoe-Workers' Union of Fredericton, N.B., are seeking the nine-hour day. Alderman John A. Reid, vice-president of the Hartt Boot and Shoe Co., has been named as arbitrator of the company, and P. A. Guthrie, M.L.A., arbitrator for the union. A third arbitrator to be appointed will meet with them to discuss the question of whether the union will have a nine-hour day or a fifty-nine hour week. The members of the union recently conferred with the management and talked upon the proposal, asking that the new schedule become effective on January 1st next, with no reduction of pay. No definite decision has yet been reached. The company feel, with general business conditions as they are at present, that they cannot grant the request.

The annual picnic of McLaren & Dallas, wholesale shoes, Toronto, was held to Centre Island on July 25th and was largely attended by the employes of the firm, their families and friends. An interesting program of sports was run off, the most exciting being the baseball game between married and single men, the former winning in a five innings struggle by 11 to 9. For the benedicts the battery was F. G. McLean and F. Witheridge, and for the single men B. B. Holland and Donald McLennan. J. A. McLaren held down first bag for the married chaps and did some brilliant work. In the races the judges were Wallace Waller and F. G. McLean. Miss McNab carried off the majority of prizes in the women's events, including the special one of a sunshade presented by the firm in the 100 yards dash. John Fu... the most awards in the men's events and bore off t... special

The "EVERYDAY" Shoe

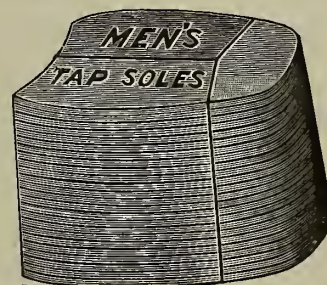
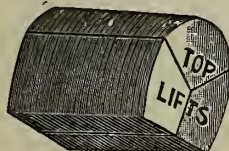
While **finish** and **style** are not overlooked in the making of the "Everyday" Shoe, it owes its immense popularity chiefly to the exceptionally good service it gives.

The "Everyday" Shoe is made on comfortable, easy-fitting lasts, and expert workmanship and good quality materials are used throughout.

It's a good seller the year 'round.

T. Sisman Shoe Co., Limited
Aurora, Ont.

Established Over Half a Century



TAP SOLES

We carry a complete line, and stand back of every dozen

THE BREITHAUPT LEATHER CO., LIMITED

BERLIN

ONTARIO

award of a handsome grip given by the house. E. J. Kew also captured first in a couple of contests. All the events were warmly contested and the picnic was the most successful ever held.

The spring samples of the Rena Footwear Co., Montreal, are the most attractive and representative ever turned out by that company, who make men's, boy's and youths' and women's McKays. Several nobby women's lasts are shown in colonials, pumps and tangos, and also the sixteen button boot with vestings, cravenette and dull calf top. All the low cuts have the latest heels both in wood and leather, with a variety of neat ornaments. The display in men's McKays is a complete one and among the offerings are seen a whole foxed bal, on an English last, with blind eyelets and low, broad heel. In buttons there is a very fine range having a variety of welt goods with medium high toe, black

cravenette and dull calf quarters. There is also a nice showing in boys' and youths'. The range is being handled in Ontario and the West this season by P. M. Goff, Toronto.

Samuel Nelson, formerly in the lace leather business in Chicago, is now superintendent of the tannery of the B.C. Tanning Co., Vancouver, B.C. Mr. Nelson is an experienced tanner and the plant will specialize on raw hide lace leather in both cut and sides and also leather shoe laces. The tannery is now running about 500 sides per month.

The Owl Shoe Store, 123 Yonge street, Toronto, of which Ed. Cook is the proprietor, has transferred its department of ladies' shoes from the ground floor to the first floor, affording considerably more room for this branch of the business. The color scheme in fixtures and furnishings is an attractive green. The shelving is of the one carton system with uniform labels, surmounted by a lattice effect.

There are several individual seaweed chairs of green of a most comfortable build, while the fitting stools and display tables are of the same material and harmonize nicely with the inviting interior. There are electric lights, all of the inverted type and at the front is a large silent salesman for exhibiting of findings and fancy footwear. The new department is bright and well arranged in every detail.

NEWS BRIEFS FROM QUEBEC

W. A. Crawford, of Haverhill, Mass., was in this city this week.

C. E. McKeen, of the C. E. McKeen Shoe Stores Co., Vancouver, is spending some time in the city.

Jos. Metivier, manager for Elie Jobin, Limited, is spending his vacation on his farm at Cacouna.

J. B. Paquet, formerly a shoe manufacturer, passed away early this week. His funeral was largely attended.

A small fire visited the shop of Medard Tremblay, Parent street. The damage was about \$600, covered by insurance.

Jos. Plamondon, shoe retailer, of St. Joseph street, has installed a handsome new front which greatly improves his store.

Joseph Chevalier, of Des Fasse street, has installed in his repair shop a Progressive Shoe Machinery complete repair outfit.

Adj. Martin, formerly of J. & A. Martin, Quebec, has opened a new shoe factory. He will make a specialty of McKays and standard screw in men's, boys', youths', ladies' and misses'. N. Robitaille, formerly manager for J. H. Laroche & Fils, has taken charge of the shop.

Order This **Raw-Hide Fibre Counter**
For your next run.

Guaranteed to outwear the shoe. None but the very best material is used in its manufacture.



F. BLOUIN

CORNER OF COLOMB AND NELSON STREETS : QUEBEC

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



"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

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.

—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.

THE BARRIE TANNING CO., Limited

Tanners and Hide Dealers

FACTORY AND HEAD OFFICE: BARRIE, ONT.

Makers of—

| | |
|-----------------|--------------|
| STAPLE LEATHERS | CASE LEATHES |
| FANCY “ | TU NK “ |
| 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 & FRERE

301 Aird Ave.
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
Wood & Baggs, Room 3 Athena Bldg., 163 1/2 Church St.
Toronto, Ont. M. 5484



Satisfaction Guaranteed

by factories using

Ullathorne's

ENGLISH-MADE

Shoe Thread

Stocked by all Wholesale Dealers

The Original HEEL BALL Manufacturers

CUTTING DIES

of every Description for

Leather, Rubber, Paper, Cloth,
ETC.

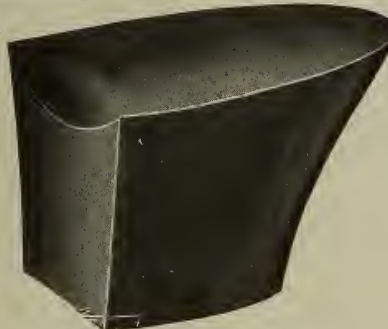
Honest Values at Honest Prices.

All Work Warranted.

Dominion Die Co.

321 Aird Ave., Montreal, Que.

Phone E 3778



BOX TOES

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

Wood & Baggs, Room 3 Athena Bldg., 163 1/2 Church St., Toronto, Ont.
M. 5484

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

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So-Cosy
TRADE MARK
Shoes for Baby

ARE SOLD BY THE BEST JOBBERS FROM
HALIFAX TO VANCOUVER

THE HURLBUT CO. LIMITED
PRESTON, CANADA

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

**LOGAN'S UNION SLAUGHTER and
Sweat Sole Leather**

Inspires confidence because it is always the same—
Utterly reliable and of high quality.

—Made by—

LOGAN TANNERIES, - - - - Picton, N.S.



NO DIAMOND  TRADE MARK
No Fast Color

Get this fact firmly fixed in your mind. It may be the means of saving you considerable annoyance and inconvenience; for, if you will insist that the diamond trade mark shall appear on the surface of the eyelets in the shoes you order, you will be entirely free from any complaints regarding "Brassy" eyelets. Fast Color Eyelets are the only kind that cannot wear "Brassy." They enhance the good appearance of shoes more than any other accessory used in their manufacture; and, made as they are, with celluloid tops of solid color, they do not grow old but retain their bright, new appearance long after the shoes are worn out.

The diamond trademark is a sure cure for all eyelet troubles. Only the genuine Fast Color Eyelets have it.

United Shoe Machinery Company
of Canada
MONTREAL, QUE.

122 Adelaide St. W., Toronto 492 St. Valier St., Quebec

VIRGINIA

VIRGINIA

WE will shortly submit to the trade our
Spring range of samples of the

Virginia Shoe

We have added several new lasts, heels and patterns.

Devoting all our efforts to the making of women's medium-priced Goodyear welts, our samples and prices demonstrate the economic advantage obtained thereby.

We hope you will do us the honor of inspecting our line, and we trust to merit your business.

Perth Shoe Company, Limited

*Manufacturers of Women's Goodyear Welts
Exclusively.*

PERTH ··· ONTARIO

VIRGINIA

VIRGINIA

THE SHOE & LEATHER JOURNAL



PATENT LEATHER SLIPPER

CUBAN-LOUIS HEEL, WIDE INSTEP
STRAP, WITH STEEL ORNAMENT

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

Union Shoes for Union Men

The retailer who meets the demand of every possible buyer in his town handles Union Stamp footwear.

Dealers who do not carry Union Stamp shoes are not soliciting their rightful share of the shoe business of their city.

The Union man will have Union shoes for himself and his family. He demands them and if he cannot obtain them will turn elsewhere.

To you, Mr. Retailer, who advertise Union Stamp shoes the tide of trade is turning.

You cannot afford to neglect the Union trade, and even the man who does not buy Union shoes merely because of Union principles recognizes the high quality of Union Made footwear.

You have nothing to lose and all to gain by carrying these shoes.

Let us send you to-day a list of manufacturers who make shoes bearing the Union Label and add a live selling asset to your business for the coming year.

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

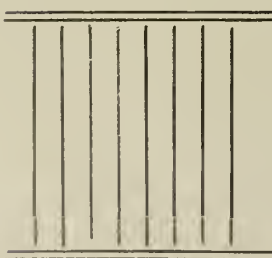
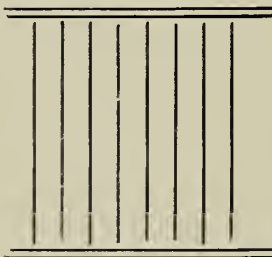
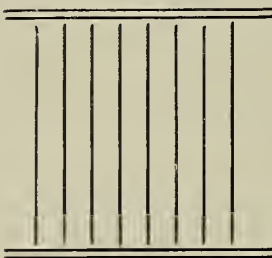
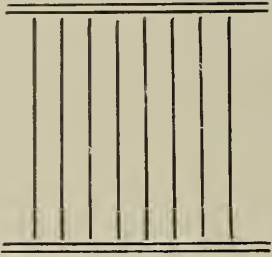
Affiliated with the American Federation of Labor

246 Summer Street

BOSTON - - MASSACHUSETTS

JOHN F. TOBIN
General President

CHAS. L. BAINE
Gen. Sec. Treasurer





BETTER THAN EVER !

This about expresses the idea of all our travelers concerning the range of samples for Spring, 1915, that they will soon be showing Canadian retailers. As well as the pick of last season's popular models, several new lasts will be shown that will prove fully equal to anything ever turned out in Canada---to put it modestly.

And not only in our high-grade lines for Men and Women, but also in the heavier lines will the same A1 quality and genuine worth that have always been a feature of their manufacture in the past, be again apparent.

Therefore, it will prove to your advantage to buy from a house that can supply practically all your needs in every department. Watch for our traveler.

DON'T FORGET OUR IN-STOCK DEPARTMENT

You can sort up quickly and satisfactorily on broken lines by taking advantage of the excellent service this department can give you. Use it to the fullest extent, and save delay.

AMES-HOLDEN-McCREADY, Limited
 MONTREAL ST. JOHN TORONTO WINNIPEG
 CALGARY EDMONTON VANCOUVER

“THE BIG IN-STOCK HOUSE”

Kant Krack

Dainty Mode

SORT UP FOR FALL

In a month or so the wet weather season will be upon us.

Is your stock of rubbers capable of standing the demands which will be made upon it?

It will pay you well to carefully go over your stock; you may find out that you are a trifle low on certain styles, shapes or sizes. You'll need to remedy this, and by sorting up now with "KANT KRACK," "DAINTY MODE," "ROYAL" and "BULL DOG" rubbers, you will be able to supply the demand which will surely come your way.

Any of the following agents will supply you with Independent Brands. Order from your nearest agent.

The Independent Rubber Co. Limited

MERRITTON - - - ONT.



Independent Rubber Co. Brands are sold by

The Amherst Boot & Shoe Co., Ltd., Amherst, N.S.
 The Amherst Central Shoe Co., Ltd., Regina, Sask.
 A. W. Ault Co., Limited - - - Ottawa, Ont.
 Garside & White - - - Toronto, Ont.
 Kilgour, Rimer Co., Limited - - Winnipeg, Man.
 The J. Leckie Co., Limited - - Vancouver, B.C.
 The London Shoe Co., Limited - - London, Ont.
 McLaren & Dallas - - - Toronto, Ont.
 James Robinson, - - - Montreal, Que.



AMHERST

is the word for footwear of the comfortable and satisfactory kind.

Sales for 1913, \$1,017,390.00

This sum represents one dollar and a quarter for every eighth inhabitant of the Dominion paid our Company for shoes during last year.

DID THEY GET THEIR MONEY'S WORTH?

5,000 satisfied and loyal customers say they did.

How about you, Mr. Retailer? Have you them in stock? If not, why not?

Everywhere the wearer of heavy footwear now says "AMHERST." You make a permanent customer and a reasonable profit if you can supply him.

Representatives of our Company are now on their rounds for Fall and sorting trade.

AMHERST BOOT AND SHOE COMPANY
LIMITED

AMHERST : HALIFAX : REGINA

WE WANT TO SEE YOU

if you are visiting any of these exhibitions

| | | | |
|------------|---|---|------------------|
| TORONTO | - | - | Aug. 29-Sept. 14 |
| QUEBEC | - | - | Aug. 31-Sept. 5 |
| SHERBROOKE | - | - | Sept. 5-12 |
| ST. JOHN | - | - | Sept. 5-12 |
| OTTAWA | - | - | Sept. 11-19 |
| LONDON | - | - | Sept. 11-19 |
| HALIFAX | - | - | Sept. 12-19 |

There you will see

“NUGGET” WATERPROOF SHOE POLISH

demonstrated to the actual consumer

YOUR CUSTOMERS WILL ASK FOR IT—ORDER SOME NOW



9, 11 and 13 Davenport Road

- TORONTO, ONT.



“Pullman Cars for Traveling Feet”

A striking yet truthful way of expressing the maximum of comfort secured from every **Dr. A. REED Cushion Shoe**, whether made for men or women.

The popularity of this shoe is constantly on the increase, and this season will be greater than ever.

Ask our traveler to show you the newest styles for Spring, of which the above is one.

J. & T. BELL, LIMITED

MONTREAL, CANADA

Makers of High Grade Footwear

and

Sole Makers of the Dr. A. Reed Cushion Shoe.

Doctors
 ANTI-SEPTIC
 SHOE
 PAT 1908 1909
 NON
 PERSPIRO

*THE
 Professor*

PAT. N^o. 119409
 +
 GOLD CROSS
 SHOE



Waterproofed Soles and Uppers.
 Patented Sole Keeps Foot at Normal
 Temperature in Hot or Cold
 Weather.



Built Anatomically Correct. Con-
 forms Perfectly with the Natural
 Contour of the Foot. Patented
 Cushionetted Inner Sole Facili-
 tates Walking.

They're both good sellers

TEBBUTT SHOES have features that are not to be found in any other shoes. These features are appreciated by men because they insure perfect fit and good service without sacrificing style.

Although they sell well the year 'round, the Fall is a particularly good selling season for them. See that you get your share of the season's profits by keeping a good assortment in stock.

The Tebbutt Shoe & Leather Co., Limited

Three Rivers, P.Q.

Why is your stock of

FLEET FOOT SHOES

like an expert acrobat?

Any shoe dealer, or any clerk in a shoe store, sending us the correct answer before September 1st will be entitled to a pair of our new

Women's Tango Pumps

which will be presented, with our compliments, to any lady he names. Address your answer to the EDITOR OF FOOT PRINTS, P.O. Box 330, MONTREAL.

The correct answer will be published in this paper and in September FOOT PRINTS, which will contain the complete FLEET FOOT catalogue of styles for 1914-1915.

By the way, Summer is not over yet. Better look over your stock of FLEET FOOTS and sort up with a few pairs.

Canadian Consolidated Rubber Co.

LIMITED

MONTREAL, P.Q.

28 Branches Throughout Canada

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
MONTREAL, Que.

122 Adelaide St. West, Toronto

492 St. Valier St., Quebec

STAR Brand
Shoes are
POPULAR



This spring they will be more popular than ever, because in addition to many of the strong sellers that has made our line so popular the last few seasons we are putting in:—



3 New Boys' Lasts (Our Boys' Shoes are Famous)

4 New Misses' and College Girls' Lasts

besides showing a complete range of new patterns and colorings that will prove sure trade-winners.

Everything in Boys', Youths', Gents', Growing Girls', Misses', Children's and Infant's McKays and Turns

Our travelers will be on their way to you about the end of August.

Watch for them.



STAR SHOE LIMITED
MONTREAL

Montreal Agent: D. DESAUTELS



WE will shortly submit to the trade our
Spring range of samples of the

Virginia Shoe

We have added several new lasts, heels and patterns.

Devoting all our efforts to the making of women's medium-priced Goodyear welts, our samples and prices demonstrate the economic advantage obtained thereby.

We hope you will do us the honor of inspecting our line, and we trust to merit your business.

Perth Shoe Company, Limited

*Manufacturers of Women's Goodyear Welts
Exclusively.*

PERTH ··· ONTARIO





Sort up now with MINER and SHEFFORD Rubbers

It will pay you to stop up the leak-holes in your stock with the necessary sizes and styles of these two famous brands of rubber footwear.

Remember, if you don't you are liable to be out of some particular sizes or styles just when your customers need them, and thus lose many good sales.

Go over your stock now, and place your orders with one of our selling agencies, where your needs will be promptly and carefully attended to.

We have many new styles to pick from.

Write us fully re your needs.

MINER
MEANS
MERIT

The Miner Rubber Company, Limited
GRANBY MONTREAL TORONTO QUEBEC OTTAWA

LIST OF SELLING AGENTS

| | |
|--|----------------------------------|
| Blachford, Davies & Co., Limited, 60-62 Front Street West, Toronto, Ont. | |
| Coates, Burns & Wanless - - - - - | London, Ont. |
| Dowling & Creelman - - - - - | Brandon, Man. |
| R. B. Griffith & Co. - - - - - | Hamilton, Ont. |
| J. M. Humphrey & Co. - - - - - | St. John, N.B. |
| J. M. Humphrey & Co. - - - - - | Sydney, C.B. |
| Jackson and Savage, Limited - - - - - | 78 St. Peter St., Montreal, Que. |
| The Wm. A. Marsh Co., Western, Limited, 72 Princess St., Winnipeg, Man. | |
| The Miner Rubber Co., Limited - - - - - | 225 Queen St., Ottawa, Ont. |
| The Miner Rubber Co., Limited - - - - - | 21 Notre Dame St., Quebec, Que. |
| The Miner Rubber Co., Limited, 146 Wellington St. West, Toronto, Ont. | |
| The Miner Rubber Co., Limited - - - - - | 72 St. Peter St., Montreal, Que. |



Gaby Pump—Last No. 53.
In Patent, Tan, Gun Metal and Cloth
Combinations.

Sure to be a strong seller.



Shield Sandal—No. 35 Last.

In Patent and Dongola.
Very Stylish and Neat.

Two of Our Samples
for Spring that show
why you need a full
line of

“Kingsbury” and “America’s Beauty” Shoes

¶ These two lines for women have always been right up at the top both for inherent value received and also for the profit the retailer receives on their sale. Their stylish appearance is backed up by genuine quality.

¶ Moreover, the dealer who handles these two brands has the full prestige of years of satisfactory service and goodwill behind him—which makes the effort required to sell these shoes very much lighter. This is worth considering.

¶ These two samples are only an earnest of the good things to be found in our Spring range of samples.

Kingsbury Footwear Co.

Limited

Specialists in Ladies' Footwear
Montreal



J. D. CAMPBELL
(Maritime Provinces)

The same popular sextet of representatives will carry full lines of spring samples to you. You have been doing business with most of these men for years. This year they are prouder than ever of their



G. H. TAYLOR
(Province of Ontario)

“Kingsbury”

and

“America’s Beauty”

SPRING SAMPLES—

AS WELL THEY MAY BE—

THEY’RE ABOUT RIGHT



A. J. PINNISONNAULT
(Province of Quebec)



W. E. SHORT
(Manitoba,
Saskatchewan, Alberta,
and
British Columbia)

Watch for our representative in your territory. A carefully selected order after seeing his samples will boost your spring business greatly. He will give you every opportunity to make careful examination.



J. A. MALBOEUF
(City of Montreal)



R. G. PERCIVAL
(Assisting E. W. Short
in Western Canada)

Kingsbury Footwear Co.
Limited

Specialists in Ladies’ Footwear

Montreal



Ask to see our new line of Cushion Sole Welts

¶ The success that in the past has characterized our line of Cushion Sole Turns for women, will be more than duplicated when the trade sees our New Cushion Sole Welt line for women. They are great.

Ask our traveler to show them to you. You'll buy on sight.

¶ A full range of Colonials, Pumps and High-Cut Shoes in all sorts of fabrics and leathers. We can meet your every want in Women's lines.

THE McDERMOTT SHOE CO.
Women's Shoe Specialists :- **MONTREAL**

“Altera” Embossing Machine

built by the

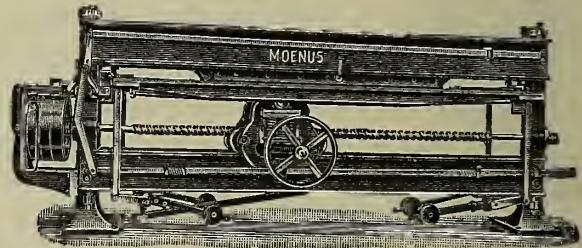
MOENUS MACHINE COMPANY, Frankfurt a.M., Germany

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.

Classic Shoes for 1915

IN children's shoes some very striking models will be shown. Prices will be the same as last season.

Classic shoes for women for 1915 are of the highest grade, made on lasts which are shown in all the large shoe centres. 105 new low cuts will be shown in Turns, Welts and McKays.

The prices will range from \$2.00 to \$2.25 in McKays; \$2.50 to \$2.75 in Welts; \$2.50 to \$2.65 in High Cut McKays. The Price in High Cut Welts will be the same as last season. These Welts will be a strong feature in 1915.

Make sure of seeing this high grade line. Our representatives will soon call on you.

Getty & Scott, Limited

Manufacturers of "Classic Shoes"

GALT, ONTARIO

Murray-Made



Derby

In Every Way—

In individuality of style

In superiority of materials

In workmanship

In finish

Our New 1915 Spring Models

far surpass anything we have ever produced in our factory.

Watch out for the "Murray Man"; he'll soon be calling on you with a complete range of samples.

The Murray Shoe Co., Limited : LONDON ONTARIO

Montreal Branch: FRANK J. McKENNA, Sole Agent

Read Bldg., St. Alexander and Jurors Streets

Cleo



Cleo

THE "CLEO" shoe for women is made in a choice number of catchy styles for Spring 1915.

Our designers have caught the trend of women's popular footwear fashions and in the "Cleo" are embodied all those desirable qualities that the dressy woman has learned to appreciate.

Do not confound "Cleo" shoes of the past with Cleo's of to-day—A radical change has been made in our methods of making women's shoes. An inspection will convince you we are right in claiming they are something entirely new and equal in every way to anything produced in the best American factories.

A sight of our women's lines will show you we know what we are talking about.

Inspect our salesman's samples.

Our travelers will show them to you.

The Murray Shoe Co., Limited : LONDON ONTARIO

Montreal Branch: FRANK J. McKENNA, Sole Agent
Read Bldg., St. Alexander and Jurors Streets

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

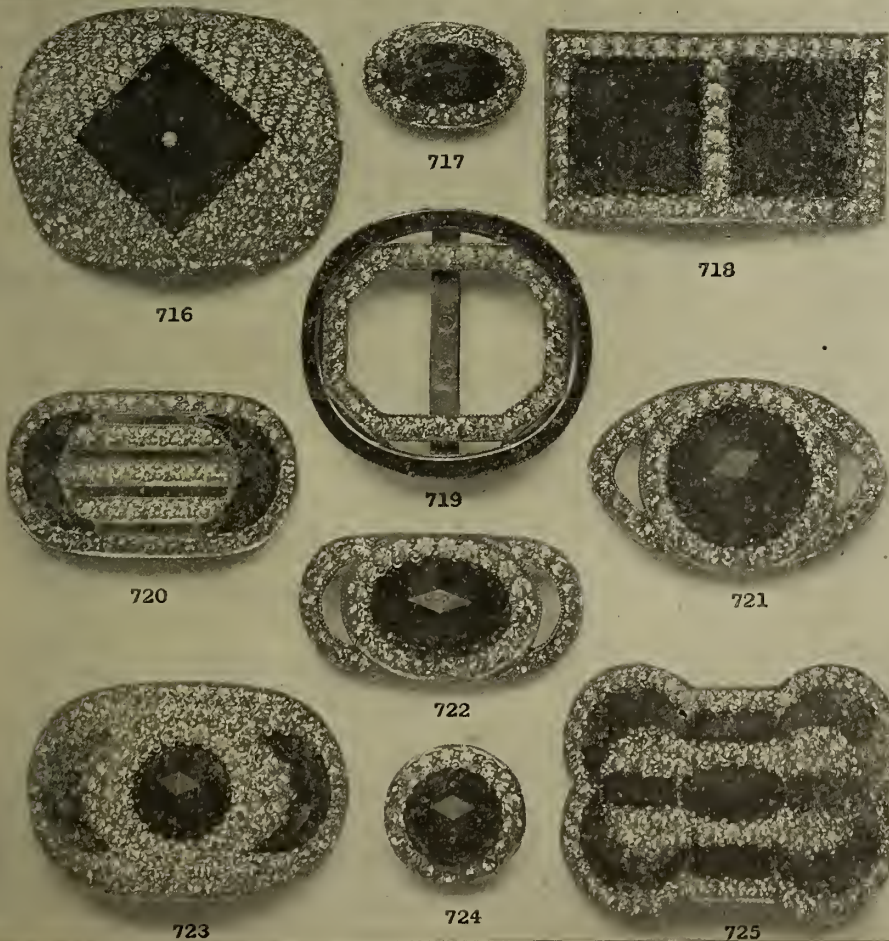
Prince Charlie
 Beats the Band
 Roscan
 220 Rifle
 550 Rifle
 British Lion
 Hand Spiral Tag
 Johnstone
 Coolgardie
 Cannot be Beaten
 B.C.
 Warrior

BUY ONLY

PATON'S LACES

Known
 as
 The Best
 in
 Quality
 Durability
 and
 Appearance

Sole Agents for Canada
GEO. D. ROSS & CO.
 Montreal and Toronto



**BLACK
 AND
 WHITE**

Shoe Slides are our very latest creations and our advance sales justify our pride.

Buckles to meet every demand and every purse.

Our Canadian representative, Mr. Wm. J. Cowan, Coristine Bldg., Montreal, will be pleased to show you our many new novelties.

WRITE FOR OUR NEW CATALOG

Fishel Nessler Co.

Largest Manufacturers of Fine Shoe Ornaments in the World

184 Fifth Ave., New York City
 Established over a Quarter of a Century



\$85.00 net spot cash or
\$25.00 cash and \$10.00
Monthly instalments totalling - \$95.00

“Equal to any Power Machine”

The above is an excerpt from a letter we received a short time ago and which bears convincing testimony to the efficiency of the

The Gritzner Hand Soling Sewing Machine

We herewith reproduce this letter which is only one of the many testimonials we are constantly receiving from satisfied users.

Toronto, May 15th, 1914

Equal to any Power Machine

Dear Sirs:—
Re Gritzner Sole Sewing Machine. Having used same for about two months I am perfectly satisfied with Machine and I find it will do the work equal to any power Machine.

Yours truly,
A. Chadwick.
1588½ Danforth Ave., City.

Write for descriptive booklet.

AGENTS FOR CANADA

C. PARSONS & SONS, LIMITED
LEATHER FINDINGS
79 Front St. E., TORONTO

The R. M. Beal Leather Co. Limited Lindsay, Ont.

MAKERS OF THE CELEBRATED

John Bull Larrigans and Leggings

Give us a trial
order and be
convinced.



No. 13
14 in. leg.

F. G. CLARKE, President
C. E. CLARKE, Vice-President and Treasurer
Established 1852

Manufacturers of **SHEEPSKINS** Of all kinds

Our sheepskins have been
the standard for quality
and colors in Canada for
over thirty years

Clarke & Clarke, Limited

General Offices & Works
Christie Street, Toronto

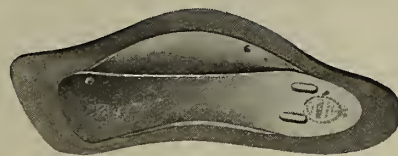
City Office & Warehouse
63 Bay Street, Toronto

BRANCHES
137 McGill Street, Montreal
G. S. HUBBELL, Agent
553 St. Valier Street, Quebec
RICHARD FRERES, Agent



SURGEON'S FOOT BRACE

TRADE
ARROWSMITH
 MARK



FIRST AID FOOT RESTUR

We Sell Only to the Trade

We are the only manufacturers of

**ARCH PROPS AND SUPPORTS, HEEL CUSHIONS,
 BUNION SHIELDS, TOE STRATES, FOOT POWDER, Etc.**

that does not do business with drug stores and other price-cutting concerns.

Make your foot-troubled customers grateful to you, by recommending and selling them our foot specialties. There's no better way of increasing your business, and incidentally your profits, than by inspiring the confidence and meriting the gratitude of your customers.

*Remember our goods are guaranteed.
 Order from your jobber or write us direct.*

CATALOGUE IS YOURS FOR THE ASKING

The Canadian-Arrowsmith Manufacturing Co., Limited
 Niagara Falls, Ontario, Canada

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.

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ESTABLISHED 1837

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For Hard Service

That's what our staple Goodyear Welt Lines are built for—to give good service under the most exacting conditions.

Our line ranges from 15 inch Prospector down to a low cut.

Let the V.M. Shoe show you the way to bigger profits.

Valentine & Martin
 WATERLOO, ONT.



A Snappy Button Model

MR. RETAILER

¶ War may bring higher prices for everything Canadians eat and wear.

¶ It won't cause us to reduce the quality of our product, however.

¶ In buying ASTORIA, LIBERTY or TECUMSEH shoes you get the worth of your money always.

¶ In addition you will always get the style and quality that make friends and hold them.

The Cook-FitzGerald Co., Limited
LONDON

Makers of Fine Shoes for Men

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Spring Season Opens Well Despite Warring Europe

Trade Realizing That Business Must Go On as Long as People Wear Shoes—Salient Characteristics of Spring Lines—What Leathers Will Sell—A General Summary of Men's and Women's Styles

Like all other industries the shoe trade was distressed to learn that the mighty nations of the world were to engage in conflict, and for a few days there was the same indecision displayed by large and small houses, owing to uncertainty as to the future. But mature consideration showed that war or no war people had to live and wear shoes, and gradually a return to normal conditions is being shown in the attitude of the trade. Certainly everyone will have to be a better business man than ordinarily. There must be careful buying, careful spending, careful salesmanship on all sides and strict attention to those small details of business that are sometimes overlooked.

Manufacturers are showing a wide range of new shoes for the Spring season, on the first selling trips of which travelers are already getting out with samples. Retailers should display as much interest as in the past in the new

have been careful in selecting what new lasts they have installed, and the retailer who listens to the counsel of reliable salesmen and who exercise their own sagacity in buying will have no difficulty in purchasing wisely, and, consequently, profitably.

While granting that the situation in the business world is unusual, and serious in some of its aspects, there is no



GUN METAL BAL, SQUARE MEDIUM RECEDE TOE, ONE INCH HEEL—BY CORBEIL, LIMITED

lasts shown, and should buy carefully to cover their requirements, having a keener eye to the necessities of their trade than heretofore. Freak shoes will not have the sale they might in ordinary seasons, but bread and butter lasts, and those staple lasts which have been improved or modified to meet new conditions, will have the sale. Manufacturers



WOMAN'S PATENT BUTTON, MEDIUM RECEDE TOE, TAUPE CLOTH QUARTERS, SPOOL HEEL—BY MCDERMOTT SHOE CO.

sense in maintaining a panicky feeling. The primary uneasiness in the business world was caused by the sudden jolt received by the financial system around which business revolves. Readers of the papers know that the financial system has been strengthened to stand the strain of the present crisis. Therefore the shoe trade will do well to follow its example and to continue the normal course of its existence, as far as possible.

There are several changes in lasts for Spring 1915 season, that go towards making the offerings of Canadian manufacturers the best, neatest, and in every way, the finest range ever put before the retailer.

Buttons will still be the leaders in women's footwear,

and indeed, in the men's lines also, it is certain that more than ever, will be sold during the Spring season.

In low cuts, some very natty new lasts are seen, pumps with buckle ornaments of various kinds predominating. It is stated also that the one button Colonial will sell very



WOMAN'S CASTLE PUMP, PATENT FOREPART, RECEDING POINTED TOE, BROCADE QUARTERS AND INSTEP STRAP, CUBAN-LOUIS HEEL.

strongly. The same height of heel, and in some cases a little higher heel, will be carried on low cuts. Buckles this season are smaller and of neater design than formerly. Several novelties in these buckles will be seen. Quite a number of manufacturers are showing a one button Colonial with a sliding buckle, a shoe of this type being shown in the accompanying illustrations.

A large American manufacturer stated recently: "There is no question that the stage last is the last of the moment. The demand for this type of last is spreading very rapidly, particularly in the Western portion of the country. Its influence will also be felt in the Eastern market. The favorite in this sort of last seems to be a medium wide forepart and vamp effect carrying heels 16-8 and running largely to plain toes with either $2\frac{3}{8}$ or $2\frac{3}{4}$ vamps. The tendency is to light effects in sole treatment, with close edges and light trim. Even in the recede toe effects the short forepart and vamps is much in demand. The high grade manufacturers, of course, will stick pretty close to the long vamps, but there is detected some influence of the short vamp even in the better grades. There will, of course, always be some demand for the long vamp shoe.

"The stage last shows an arch in the shank and a fairly flat forepart.

"Colonials will be sold on a medium, short, narrow recede toe carrying a 15-8 or 16-8 heel."

What's Doing in Leathers

In leathers, gunmetal, of course, will continue to have the call. It is a strong favorite, as it is pretty hard to equal gunmetal, as it is neat and dressy, and will make a decent appearance much longer than most other leathers. The hard leathers will also be generally in evidence in the higher class lines. Of course, the lighter Summer lines will be strong again next year, and will if anything, have a larger call than even in this past season. Nubucks and canvas lines lower, seem to run more under the category of sporting shoes, and the style changes do not affect them to any serious extent, as they are generally very flexible and made so as to adapt themselves to the shape of the foot. Kids will sell well again this year.

Fabrics More Popular

Fabrics are indeed coming into their own this season, and more of them will be worn, it is prophesied, under present conditions, than ever before. There is a reason for this. Not only does a cloth upper on a man's shoe or a fabric quarter on a woman's Colonial present a fine appearance, but it also means the saving of just so much leather, and consequently, a better product for the price. This has been one of the principal reasons accounting for the increasing popularity of cloth uppers. But, on account of the

war, leather will now be scarcer than ever, and it will be a case of "necessity" just as much as "fashion," as a great quantity of the leather used in Canadian and American factories comes from those European countries now in the throes of warfare. While speaking of cloth uppers, it might be said here, that in the opinion of many manufacturers, the principal call will be for plain effects more or less, rather than for the louder or less tasty offerings.

What Will Sell in Men's Shoes

As neat a lot of samples in men's footwear is being shown for the coming season as one could wish for. For the large city trade, the tendency in men's lasts points decidedly towards the flat recede custom effects carrying about an 8/8 heels. In the smaller cities, and for the cheaper trade, as well as for small town trade, the medium high toe, carrying a 10/8 heel is certain to be the strongest seller. The high broad toe promises well in certain sections, and for the high class trade the long narrow toe will have the call. This, in the opinion of many style experts, however, to a more limited degree than last year, as it is felt by many that the long, narrow, receding toe shoe has many disadvantages both in fit and appearance, and it is certain that very few freakish samples of this type will be shown. As regards heels on men's shoes, no great changes are evinced in the new season's showings. If anything, they will be only a trifle higher than at present, as the heels which are the mode to-day, especially in the men's lines are, in every way, the acme of comfort, and could not very well be improved upon. Present styles, and those indicated for the immediate future, are the most sensible we have had in years.

Tans, it is stated, will have about the same popularity next season as they have had this Summer. This means,



WOMAN'S PATENT LEATHER, DULL CALF TOP, SHORT RECEDE TOE, CUBAN HEEL—BY PERTH SHOE CO.

of course, the darker or mahogany colored tan, which has been having a very fair amount of success this season. There are some makers who believe that tans are due to have an increased demand, but, although this may be true, it is very likely that the return of the tan will be very gradual during the next two or three Summer seasons. Men's oxfords continue to have a fairly good, although limited call, and some natty samples are being shown. That patent leather will continue to lead in popular favor there is not the slightest room for doubt. The growing importance of patent leather has continued unabated since its re-

(Continued on page 38)

BE CALM!

A world crisis must affect every country.

While this continent is not the theatre of war, Canada, being an integral part of the Empire body, feels the jerk of the strong arm that wields the sword.

Our loyalty being practical, it is logical that we should rally to the support of the flag even before we are asked to join the colors. It is reasonable that we should display intense enthusiasm for the cause, that we should forget selfish interests; that we should drop everything in that first period of trying uncertainty which precedes the grim business of war.

But now, when we are assured that the Empire is engaged in conflict let us reflect calmly. What is our part in the war? How can we best serve the Empire—and our part of it—Canada?

We have placed ourselves and our country at the disposal of our King.

What should be our policy now?

It should be the policy that has been Canada's during the past century—a policy of progress, of development, of internal expansion, commercially and morally.

Not knowing how we may be called upon by Britain to render further aid can we not more surely assist when the time comes by being in good condition—"Sound as a dollar" in every way? Then let us be calm and serious, and not swayed by the sensational. Let us be wisely cautious, but not foolishly frightened. Let us be prepared for any eventuality, but not borrow trouble. In short, let us live our normal lives exercising just a little more care and foresight than usual.

Times need not be hard unless we make them so. Just the other day a \$3,000,000 order was placed with our flour mills by our Government. That money will circulate in Canada.

Canada's biggest customers and her largest sources of supply are Great Britain and United States. Her total trade, import and export, with these two countries for eleven months in 1914, amounted to \$885,323,025 against \$134,352,029 with all the rest of the world. And \$550,000,000 of the first figure was business with our next door neighbor. Over twelve millions in imports came from Germany last year. Much of this business will go to Canadian firms now. Our crops will be good. Our farmers will have money because of a ready market and good prices. We have immense natural resources, unlimited food supplies and a peaceful neighbor. Canada is in good shape. Keep her sound.

Talk business, not war, and we will be displaying the truest patriotism.

How to Make a Success of the Suburban Shoe Store

Some of the Problems the Suburban Dealer is Up Against—The Advantages He Has Over City Stores—"Price" Should be Featured by Him—Some Good Advice That Should Enable Him to Cope Successfully With the City Establishments

The town or country shoe merchant has a steady class of patrons, and certain well defined problems to face; his contemporary in the large city has customers who differ in every way from his own, and whose problems are distinctly different from those which he himself faces.

But the shoe dealer in a suburban city has to contend with the problems of both city and country retailer, and, having village and city patrons, has both country and urban questions to adjust.

Lure of City Shops

The first and foremost problem which faces the suburban dealer is the lure of the city stores. In all such localities, the bulk of the population is made up of commuters. A certain percentage of men residing in the big city suburbs do not commute. They and their families generally patronize home industries, but even in the cases of this kind, the housewives like to go to town to do their important shopping.

Take for instance some little place about twenty-five or thirty miles out from the cities of Toronto or Montreal. In such a place the retailer generally has some direct competition right at home. Moreover, he is continually competing with every one of the large city retailers and departmental stores. For, the city shops may be reached by a short train or trolley trip, and they will always serve suburban towns through the mail. This is especially so since the advent of the parcel post system. Thus, this indirect competition is one of his greatest problems, and its solution his big difficulty.

Take, for instance, the case of Mr. and Mrs. Blank, who live in, say, Homeville, twenty miles from the largest city in the Province. Now, Mr. Blank, whose business is in the city, journeys there daily. His wife also goes to the city say about twice a week, and once in a while she takes the children along.

Get After Patronage of the Mother

The shoe dealer in Homeville should put forth his greatest efforts to draw the trade of Mrs. Blank and the children. The head of the family will be much harder to get as he must go to the city every day, and it is only natural for him to buy his clothing and footwear there. So, it is wise for the suburban shoe retailer to follow the line of least resistance, and get after the patronage of the mother.

Why does Mrs. Blank go into the city to purchase footwear? She goes for various reasons, two in particular. The first is, that the call of the city attracts her, for she is a suburbanite, and the shopping instinct is strong within her. In the second place, she knows that in the large city shops she is enabled to find the latest styles. These are the two main reasons that account largely for her desire to purchase her footwear in the large centre.

To combat these handicaps the suburban dealer has one very powerful means of protecting himself, and that is—price. His rent and other overhead expenses are low, and he can buy stock nearly as cheaply as his bigger rival in the city. Looking at it from this viewpoint, there seems to be no good reason at all why he should not be able to undersell the metropolitan merchant. This, therefore, should be his ammunition when advertising, and his slogan all along the line, whether in out a window display or making a sale.

More than anything else, a woman loves a bargain. It is an inherent in her. In fact, every one has it to a

certain degree, whether man or woman. To a woman, a bargain is more than the saving of a little money. It is an achievement. She will tell her friends about it with pride, and take pains to explain it to them thoroughly.

Does it not stand to reason that if the home dealer can furnish new styles and good service cheaper than the city store, and Mrs. Blank finds it out, that she will buy her footwear in her own town. But, until she does "find it out" the city store gets her trade, and the suburban dealer is losing it. This should not be. Instead of waiting for Mrs. Blank and her friends to find out of their own account that they can save some money by purchasing at home, the suburban dealer should go to her or them and explain the matter by various publicity plans. He should be insistent on the "price" end of the question.

However, this does not mean that you purchase stock at as cheap prices as you can secure and then sell it to the Mrs. Blanks of your neighborhood, only to have them find that they have bought a shoe which is years out of date.

First of all, study the style question with great care. You have to. For, you must have the latest fashions, else the city competition will swallow you. When you are satisfied that you have a representative stock then advertising it you have everything in your favor. Work the home town pride appeal. Combine it with price, and tell in detail, the reason for low prices at your store. They are sound reasons and your patrons will appreciate them. Make them feel that they are getting all the advantages available to the city resident at a much lower price.

Advertising the Suburban Store

There are two or three mediums open to you. The two principal ones are the local newspaper and the circular. Both should be used. Watch the advertisements of the big retailers in the city. See just what attractions are being offered to catch the woman's trade. Then let them community know that these big fellows have nothing on you, that right here in their own home town are the latest styles and lowest prices.

Another point to feature in your advertising, is that of convenience. Touch on the bother of going all the way to the city when just as good, and even better results can be obtained at home. Explain the extra trouble and expense of a trip to the city. The right sort of advertising will bring Mrs. Blank, her friends, and in many cases, the men of the family, who are not slow to see the advantages offered them by the shoe retailer in their own home town.

Back up all this advertising and talk by first class service and you are sure to win. If your claims are substantiated by good service and stock, she will tell her friends, and a big trade can be built up. It may take a little to do this, but continual plugging will accomplish wonders.

Make it easy for home-loving patrons. Don't make them dig you up, but rather go to them and keep right after them until they are convinced.

J. Goodwin and H. D. Ray, boots and shoes, were among other retail merchants of Vancouver, formed into a committee to get plans under way for the holding of a carnival of bargains during exhibition week, August 28-September 7. It is intended to offer each day of the fair, some special feature for sale in all their stores.



INVITING INTERIOR OF GEORGE A. MELONEY'S NEW SHOE STORE IN NORTH SYDNEY, C.B.

Believes in Giving Good Service and Good Values

Handsome and Well Appointed New Store of Eastern Shoeman—Though Meeting with Serious Losses He Always Looks on the Bright Side—Served Twenty Years with One Firm—A Liberal Advertiser.

A new store in North Sydney, C.B., which G. A. Meloney has occupied a few months now, is one of the most attractive in the East. It will be remembered that in the spring of 1913, the premises of Mr. Meloney were destroyed by fire which was his second baptism by flame in six years.



After the blow he humorously remarked "he was getting somewhat used to it," for each visitation meant a heavy personal loss and at the time of the last conflagration, several buildings were destroyed.

Mr. Meloney's new establishment is exceptionally inviting and possesses all modern facilities, being large and well lighted, with a neat front. The double carton system of shelves prevails throughout, while at the front is an attractive silent salesman showcase, in which are displayed fancy

footwear and the latest notions in findings. The wrapping counter and parcel desk are at the rear.

The proprietor has a neat label in red, in which the lettering is white. These labels are attached to all goods sent out. Mr. Meloney gained his first experience in the footwear line with the firm of Vooght Bros., Sydney, with whom he remained twenty years. He has been in business for himself seven years. He is a close student of styles, knows values, and is a good buyer.

Possessed of a cheerful disposition, and always looking upon the bright side of things, Mr. Meloney has many friends in the trade, and his customers always take pleasure in referring to the good service and exceptional values which he gives them for their money. He is a liberal user of printer's ink and one of the progressive citizens of North Sydney.

Some Leather Substitutes

One result of the steadily advancing prices of leather is seen in the larger attention given by inventors to developing satisfactory substitutes for leather. The increased use of rubber and fibre soles and of felt for box toe materials, and even for outsoles, has already displaced the use of a considerable amount of leather.

The satisfactory service which these and other materials are giving, would indicate that they will come into more general use if leather prices are maintained; nor is their use, as a rule, to be deplored, for in many instances they are as desirable, from a standpoint of comfort and service, as high-grade leather, and superior to much of the inferior leather which now finds a place in much of the footwear product.

The increased use of leather substitutes, however, does not mean that there will not be a demand for all of the leather which tanners are able to produce.

STRAY SHOTS FROM "SOLOMON."



Don't be satisfied to run a lone hand. It is well enough to know how to paddle your own canoe, but you may some day need an extra paddle, so don't be too "cocky." Some

GET FRIENDS

people think their own company is so good that they don't need anything better, and when they get into a hole or come to the end of their tether they wonder why people pass by on the other side or watch their efforts to get loose with amused curiosity. A man without friends in the world will sooner or later be in sore need of a "leg up" or someone to lean upon. "A threefold cord is not quickly broken." Get money, get business success, but above all get friends. It means true worth when a man draws others to himself. Money and position may bring certain kinds of friends but it takes more than these to draw the genuine love and sympathy of those that are worth while.

This restless chase after money is one of the craziest things that afflicts mankind. Men will tell you it is not money they are after but the business game that fascinates;

CHASING MONEY

but like all games of chance the money seems to supply the real zest, and when you get down to "brass tacks" it is that most of these business gamblers are after. Of course money is a good thing to have and covers a multitude of deficiencies in this world, but when you see millionaires like John D. Rockefeller who doesn't know the taste of cherry pie, or Andrew Carnegie, who says it is a shame for a man to die rich, what is the good of all this striving. It has come to pass that people these days think of very little else than how to make money and make it fast, and they work themselves into early graves to get that which gives them little pleasure after they have gotten it.

There is satisfaction in work itself and the man who does not enjoy putting in good hard licks at something worth while does not amount to much. But there is a lot

WHAT PROFIT

of work that might almost as well be counted out. The Wise Man says "What profit hath he that worketh in that wherein he laboreth?" in the sense that after all work for work's sake and especially work for gain is vain. There are men who work and slave to make money or build up a business and who scout the idea of holidays or recreation and who either drop off and leave their money to others or get so that they can't enjoy what they have made. What good is a man's work and its results if he can't say it has done somebody or even himself good? The man who works fifty-two weeks in the year and only has cash or stocks to show for it is the poorest kind of success the world knows.

Give your tongue a rest and your ears a chance. Get rid of the notion that other people are as much interested in the sound of your voice as you are. "Be more ready to

SHUT UP

hear than to give the sacrifice of fools." You can't go to any gathering, from a town council meeting to a Church Synod, without being met by this plague of "blatherskites." The people you want to hear talk have usually to be pried off their seats, while every minute some jack-in-the-box jumps up and thrusts his half-baked ideas on the long-suffering listeners. Don't talk unless you have something more than words behind your teeth. These fellows who can get up, set their mouths going and run off

and leave them may be a marvel to themselves and some of their admirers, but they make angels weep and decent men long for a stuffed club. If we could all talk less and listen more this world would be a lot better to live in and we would all be richer in pocket as well as in mind.

There is a railway running out of one of our large cities that was built when subsidies went by the mile and railroad finance was as sinuous as a dog's hind leg. A ride over it

LONG WAY AROUND

is like an adventure on a "switch-back." Its roadbed is an indication of its history. There are men like that. They will never get rid of their moral bends as long as they live. They began life on the bias and have run on the slant until they are too old to get the kinks taken out. They have chosen the "long way round" until they can't see straight. They have developed a moral squint that makes crooked straight and the straight crooked. "The way of him that is laden with guilt is exceedingly crooked." It keeps him so busy dodging that he zig-zags as naturally as a land crab. If some people took as much trouble to live a decent helpful life as they take to keep up the bluff they are trying to put up on their fellows, they would get ten times as much out of it at much less cost.

Greed is a poor paymaster. You may throw time, talents and your immortal soul at his feet and get in the end a brick. There are men getting three very ordinary meals

THE GREEDY MAW

a day and sleepless nights who think a fat balance in the bank will make up for a wrecked body and a shrivelled soul. "All the labor of a man is for his mouth and yet the appetite is not filled." The more you eat the more you will want. The more you get the greedier you will become. The more you squeeze the harder your fist will get. Master your appetites and passions or they will master you. Give the bad man that is in you an inch and he will take a mile. You may think you would not do some of the rascally things you have seen your neighbors do but just give yourself a fair chance and you will do worse. There are some things you have done lately that the very thought of, four or five years ago, would have made you shudder. You are doing things regularly now that you would not like your wife or your associates to know, and it is only a matter of time when you will not care.

You can't know too much, but it is sometimes inconvenient to be wise. "What you don't know can't do you any harm," may not be good philosophy but it is occasionally

TOO WISE

good sense. There are people who would be better off if they didn't know so much. Their knowledge seems always to be getting them into trouble. "Too much wisdom is much grief and he that increaseth knowledge increaseth sorrow." There are some men so wise that their knowledge keeps them from enjoying some of the things that make life bright for their fellows. There are others who know so much about their neighbors and friends that it spoils the possibility of friendliness or even business intercourse. There are some men whom wisdom makes sore and knowledge cynical. Know all you can of what you ought to know and let the rest go. Especially avoid that wisdom which caused the Pharisee to say, "God, I thank thee that I am not as other men are."

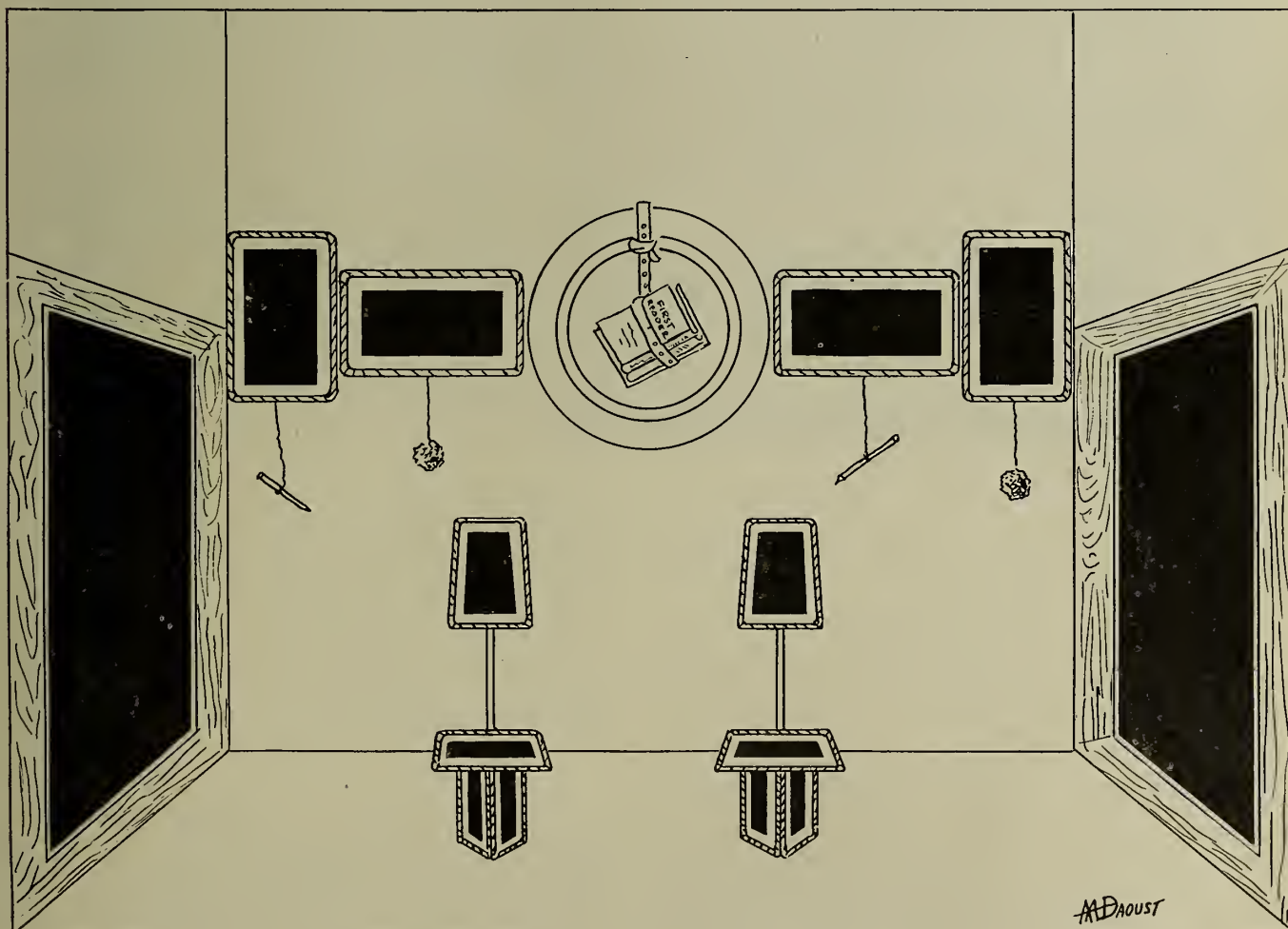
How to put in a Special School Shoe Window

Here is something adaptable for the small or large dealer, as good for one as for the other. It is simple and inexpensive and if properly put in, a display of this kind should bring a lot of school shoe business.

First of all buy twelve slates, good size, and if the window hasn't a cross-piece about half way up at the back, one should be nailed across, so as to be able to nail four of these slates as shown in the sketch. In the centre on the cross-piece cut out a round frame out of a smooth shoe case. To do this take several smooth shoe case boards and lay them flat side by side on the floor and if they will join still better, take a large compass and make the outside circle. If you haven't a large compass and wish to make a large circle, one of the easiest things to do is take a good string, make a large knot and drive a pin through this knot of the string in the centre board or where about the centre of the circle shall be. Then take a pencil and tie the string to it at a distance from the centre to give the proper sized circle. This you will find easy. When the outside circle is marked, tie your pencil closer to the centre to give you the inner mark for the circle. The width of the circle frame should be about six inches. When the circle frame is outlined, the same should be cut out with a small keyhole saw and the several

pieces held together with small strips of wood and then covered with white felt or crepe paper.

A bunch of books tied on a strap should be suspended in this circle. The books and strap can be borrowed from a book seller and shouldn't cost the retailer anything. At each end, or if you can use only one end of the window, one or two large blackboards should be made. To make them proceed as follows: Make the frame of wood about one inch thick and, if you haven't the same and do not want to spend money on lumber, use wood from shoe cases. When your frame is made, nail on the back two thicknesses of white muslin stretched tightly in the frame. The same should be wet so that when drying the muslin will tighten and be smooth. When this is done give the muslin two coats of dull black paint, or cheaper still, use lampblack mixed with turpentine. The frame of the large slate should be left natural color and care should be taken that no paint or lampblack does not get on the frame. The easiest way would be to lay the slate flat on the floor, and when this is done your window is ready to put in. The other slates should be arranged as shown in the sketch, and two or more should be arranged to be high. This can be done by using two small strips of wood nailed on a flat board on the bottom for pedes-



BACKGROUND FOR SCHOOL CHILDREN'S SHOE WINDOW

tals. To fasten on the slate, nail a small strip the width of the slate on top and nail slate to this from each side. A few books can be borrowed from the dealer and placed standing in the window with shoes on top. Lots of school books will add to the display.

Use white crepe paper on the bottom of the window or white felt.

The cost will be if felt is used—

| | |
|--------------------------------------|--------|
| Felt for bottom, 2 yards at 75c..... | \$1.50 |
| 12 slates at 10c..... | 1.20 |
| 2 pencils at 1c..... | .02 |
| 2 sponges at 5c..... | .10 |
| Muslin, 4 yards at 10c..... | .40 |
| Lampblack and turpentine | .15 |

Total \$3.37

If crepe paper is used—

| | |
|---------------------------------|--------|
| 12 slates at 10c..... | \$1.20 |
| 4 rolls crepe paper at 10c..... | .40 |
| 4 yards muslin at 10c..... | .40 |
| Lampblack and Turpentine..... | .15 |
| 2 pencils at 1c..... | .02 |
| 2 sponges at 5c..... | .10 |

Total \$2.27

Proper Care of Shoes

It goes without saying that shoes given good care, will last much longer than if neglected.

In the first place, heat is the worst enemy of leather. It takes all the life from it so that it very soon cracks. Especially is this true of patent leather. Consequently, shoes should never be placed near a stove to dry. Incidentally, rubber overshoes should never be kept on longer than is necessary, because this, too, destroys the strength of leather. When shoes are damp they should be laid on their sides to dry, preferably in a draught.

Should they have been dried by a fire, and so become stiff the softness may be restored by rubbing in a good oil as castor.

To aid the wear of shoes pour boiled linseed oil into a pan and let the soles stand in it until they are thoroughly saturated. Take care the oil does not touch the uppers. Use neatsfoot oil for this. It will feed the leather and keep it pliable. Linseed oil dries very rapidly and has a tendency to harden leather, hence the reasons why it is good for soles but not for uppers. If the soles are given an occasional coat of hard, white copal varnish this will keep out damp and also add to the life of the shoes. Milk freshens leather, so it is a good plan to wash the shoes with milk say once a week.

Patent leather can be kept in good condition by sponging off all soil with warm water, afterwards applying sweet or olive oil with a cloth and rubbing in with the hands. Never use paste or liquid blacking on patent leather.

Kid, if rubbed with oil once a week, will neither crack nor harden. Should kid roughen and show purple the color can be restored by applying with a soft sponge a mixture of ink and the white of an egg.

The white kid uppers of shoes can be cleaned by rubbing with gasoline or benzine, using a little good white soap if thought necessary.

Leather can be made waterproof by coating it with many of the various fats. One of the best agents for the purpose is a mixture of equal parts of beeswax and mutton tallow. These should be melted and then be beaten into a soft paste with neatsfoot or castor oil. It should be applied while warm.

Rules in Fitting Shoes

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.

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.

If the arch of the foot does not show much curve, fit with a lower heel and arch.

If the toes of the foot are square, full, round and spread, fit with a wide toe shoe. The toes should be given a full house to live in. It is not always best to fit this kind of foot with a wide width, but the best results are had from fitting with a wide toe and ball.

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.

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.

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.

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.

Originated Button Shoes

Button shoes are so common to-day that one may almost believe that shoes always were made with button fastenings. But the truth is that buttons are comparatively new. Latches were used for fastening both footwear and clothing for centuries. Buckles became common in England and in France four centuries or so ago. Shoes worn by early American colonists were commonly fastened with buckles. Early shoemakers of Lynn did not know about button shoes.

It appears that about a century ago, custom shoemakers began to make fine shoes, and to sew buttons on them. Some enterprising retailer gave to John B. Johnson, of Lynn, an order for a few cases of button shoes. That was a daring new style for a manufacturer to try. But Johnson made them, and they were a success, and since that time Lynn manufacturers have been making shoes with button fastenings.

Some of the older shoemen can remember when the button shoes were simply made. The button fly was reinforced with canvas, glued to the leather. The backing was supposed to make the fly so strong that the buttons would not tear it. A number of years passed before manufacturers learned to reinforce button holes by stitching around them.

At one time manufacturers sent out button shoes without any buttons. The retailers bought buttons by the gross, and sold them to customers, at so much a dozen. Customers took home the shoes and sewed on the buttons themselves.—Ex.

Louis J. Breithaupt, L. A. Breithaupt and J. E. Breithaupt, of the Breithaupt Leather Co., Berlin, Ont., were visitors at the Fair, with their Boston agent, Mr. Hungerford. All of them attended the convention of leather and findings dealers in New York, accompanying the large party which came on to visit the Fair at the close of the meetings.—Hide and Leather.

Can You Do Card Work Quickly and With Good Effect

Speed and Effect is the Cardwriter's Object Rather than Compass and Rule Accuracy—Shaded Letters Offer a Pleasing Variation to the Ordinary Black and White Cards—Should Be Used Sparingly, However.

By R. T. D. EDWARDS, with Robert Simpson Co., Limited, Toronto

The plates shown by many leading schools where show cardwriting is taught, give one the impression that work should be executed with the compass and square. The work seems so set and exact, if a cardwriter were to follow this method he would stand a poor chance of even making an ordinary man's wage. When a person starts in this line of work it is to ultimately secure higher wages than he already makes, so it is up to that individual to learn in the right direction.

The successful cardwriters of to-day are those who put the speed behind their work.

They work for effect, not that painstaking accuracy that is required by some methods. If it requires one hour

the free and easy show card style. It is done with one stroke of the brush and should always be applied to left and lower side of the letter. To shade on the other side of the letter is awkward and not practical. Keep the shadow about one eighth of an inch away from the letter.

It is advisable to keep a lot of different colors suitable for shading all ready mixed, so that no time will be lost in mixing them when they are required.

Some Explanations Given

Fig. 1 shows an upper and lower case alphabet which comes out strong when shaded. This form of letters can be used for larger or smaller cards, but cannot be made



for the execution of a half sheet by the slow method that would sell for about forty cents you might as well leave cardwriting alone. But the modern cardwriter who can put the same job through in ten or fifteen minutes is the man who can draw down good pay. The latter's card might not be just as accurate, but the effect will be as good and in most cases much better.

The lesson this month is the illustration of free hand shading. Work that can be done quickly with good effect.

Every cardwriter should know how to shade lettering. It often helps make a fancy card out of a plain black and white one with but a few minutes' extra work.

The Advantage of Shading

The shade is used to brighten a card up or bring a word or words out that need emphasizing. It should be used sparingly about the store so as not to have it become common. Shade should never be used on sale price cards, but can be used to good effect on banners, large cards, etc., announcing a sale. The shading on the alphabet shows

as rapidly as other alphabets recently shown in SHOE AND LEATHER. The numerals in Fig. 2 go well with the alphabet. The shadow should be used on cards not advertising goods at reduced prices.

Fig. 3 shows the shading on letters illustrated in this journal since the first of the year.

Fig. 4 shows four examples of fancy shading. Letters such as these can be used with good effect for illustrating caps.

All these letter formations go well with the alphabet illustrated.

The "R" is outlined with a pen in black and shows the use of thrippl shading. Three distinct shades of greys, browns or greens can be used with good effect in this manner. The "T" is made with a black outline with grey centre and two color shade outline.

The "D" is a solid grey letter with black outline with the use of two color shadow.

Many color combinations can be used on letters like this such as red, blue, or green center, black outline with

shade of a pastel nature, that will blend harmoniously with the body of the letter.

The "E" shows the heavy single shadow on an outline letter. Note the shade comes tight against the letter, while in most cases a narrow space of the card is left. The latter method is the most popular and more easily to execute.

Fig. 5 gives a fair example of that set method often taught. This is shown so you can avoid it.

Card "A" shows the use of the alphabet and the shade on a fancy air brush card. It must be remembered that all words on a card should not be shaded. Small lettering is better without it.

Card "B" shows the alphabet shaded. These were made with two sizes of round writing pen, a No. 2 and 5. The lettering was done like Roman lettering with the broad pen first and the spurs were put on afterwards with the smaller pen.

The silhouette was cut from a newspaper advertisement and pasted on a light grey paper.

Try Out Some of These Stunts

If you have been in business for a few years, few of the little trade winners that follow will be new to you, but recalling them may lead you to practise some of them again. And why shouldn't you? They are inexpensive, sure to succeed, and probably new to the people whose custom a dealer should always strive to secure—the rising generation.

Have you ever on Arbor Day given away little trees to children accompanied by their elders? Some dealers last spring distributed 5,000 in this way. As the tree grows up the children grow along with it, and recall the day you gave it them to help beautify the town.

What About Kiddies' Birthdays

Another way to make friends with the children is to get to know their birthdays and send them picture post cards with your greeting on them on that day, as well as on other festal days of the year.

You have a door in your store. Place on each and every door a small sign reading: "Have you forgotten anything?" Then take your stand near the door and watch the people read it and go back to make a purchase they have forgotten.

More Little Trade Getters

An illuminated window sign that is all the rage just now takes the form of a gramophone mouthpiece with a ground glass front, behind which is flashing an incandescent lamp connected with the electric light circuit. On the ground glass is painted in black some inscription, visible by day when the light is out, and sparkling in all the colors of the rainbow when lit in the evening.

Is your telephone service unlimited? Then place a table and chair in the telephone booth and invite your patrons to use the 'phone as often as they wish with your best wishes. They will use it, and you will profit by its being used.

If your store is near a car-stopping place, put a notice on your door inviting people to step inside from the heat and dust or from the wet. If you have room to provide a rest chair or two, travelers will vote you an even more obliging person and one whom they ought to deal with.

Whist parties are popular in some towns. Where such is the case, certain storekeepers have found it a good idea to give away cards with their advertisement on them. You bring your name in this way before a class of the community you might not otherwise reach.

Chalking on the Pavement

A form of advertising that can sometimes be made to produce results is chalking on the pavement itself. The

English suffragettes have exploited this publicity method to the limit, and perhaps it annoys as many people as it attracts. If you try this method, see that the lettering is effaced before people tire of looking at it.

Further advertising can be done on the sidewalk when the store is circulating any kind of printed matter, by putting a boy out there with a fancy cap and jacket with brass buttons on it, to hand the circulars to passers-by. The value of such work is increased about a hundred per cent. by having the uniform on the boy.

Bicycle racks with signs at the top are not uncommon outside advertisements, as are free bicycle pumps or pipes giving free air for bicycles.

Anything that will make the public stop and take notice while being told something about the store or its stock will be good advertising.

The Power of the Trade Press

By ELBERT HUBBARD

Business to-day is a struggle for existence. You can't hope to succeed unless you are right in line with the best that the world is doing and thinking. Any man who says, "This is good enough, let 'er go, who cares?" is putting the skids under his prospects.

The trade paper is pumping power into the business of every subscriber.

Just here I think a little expressed gratitude on the part of the subscriber towards the editor of the trade paper is not out of order.

If you find a good thing in your trade paper, just write to the old man and tell him so.

When your trade paper comes, open it before you do any other publication; it is more vital to you; it means more.

Take the wrapper off at once and read it from cover to cover, advertisements and all, for in the advertisements of trade papers you will also find a deal of concentrated wisdom.

The whole business is built up on brotherhood, and when you write the editor of your trade paper just remember this: that you are practically writing to yourself, for the man who reads your letter has your interests at heart, and he is going to protect you and benefit you in every way possible; otherwise, he could not possibly exist at all.

Not only do I advise a man to read his trade paper, but I suggest that he pay for it enthusiastically and promptly. The very fact that one has thus paid his subscription will help him to appreciate the publication.

So, all you subscribers to trade papers, just cultivate a little of that beautiful thing called gratitude, and while gratitude may be a lively sense of satisfaction on account of favors about to be received, yet the genuine article is a sense of gratitude for favors already rendered.

Out of every issue of your trade paper you should get at least one big idea. And this you should make note of. Write it out briefly and put it in a pigeon hole where you can put your hands on it. The very act of writing it will help fix it in your memory.

So it's all together all the time.

Co-operation is the keynote of success, and when you read and absorb your trade paper you co-operate with the ideas which help your business.

A good advertiser is never either a philophraster or a theologaster—he is a pragmatist. He seeks the good for himself, for his customers, and for the whole human race.

The science of advertising is the science of psychology. And psychology is the science of the human heart.

The advertiser works to supply a human want; and often he has to arouse the desire for his goods. He educates the trade or public to what it needs, and what it wants, and shows how and where to get it.

Establishing a Plant in Canada

The new Canadian Branch of the Panther Rubber Manufacturing Co., which is located in Sherbrooke, Que., is now in full operation. The output is being marketed through jobbers only from one end of Canada to the other, and is meeting with ready favor from the trade. For many years the Panther Rubber Mfg. Co. have sold their goods



CHAS. A. JOSLIN, SUPERINTENDENT PANTHER RUBBER CO.

in the Dominion, but so general has become the demand and so widely recognized the worth and wear of Panther trade rubber heels that the company, like many other large and progressive American concerns, decided it would be advisable to establish a Canadian plant, this has now been run-



ROBT. E. KATZ, SALESMANAGER PANTHER RUBBER CO.

ning for several weeks. The product of the company consists of Panther trade rubber heels and rubber soles, soling and mould goods.

The superintendent of the plant is Charles A. Joslin, who has been with the company for a number of years and

has an excellent record both from an executive and manufacturing standpoint. The sales manager is Robert E. Katz, who has of late been calling upon the Canadian wholesale shoe trade and meeting with a splendid welcome. Mr. Katz formerly represented the American company from Chicago to San Francisco, and is now on another trip throughout Canada, touching at all important points right out to Vancouver. Mr. Frank Bernstein is president and Mr. Wm. Bernstein, treasurer, of the parent company which has factories at Stoughton, Mass., and Trenton, N.J. Six salesmen are at present doing additional missionary work in Canada, adding to the present demand for their goods.

The Canadian factory of the Panther Rubber Co. is 200 feet long by 50 feet wide and is well lighted, the equip-



ment being driven by a 200 h.p. electric motor. There are four mills for grinding and also four heavy presses, while the packing, trimming and shipping department are complete in every respect. The firm believe that their output within a few weeks will be 50 gross of Panther trade rubber heels as well as 1,000 pairs of rubber soles. Panther rubber heels, which are made in all colors, represent the highest standard of quality and workmanship. Each year they have shown a gratifying increase in sales until now the lines are known not only in every centre across the border but in all the cities and towns of the Dominion. By establishing a well equipped factory at Sherbrooke the company is in a better position than ever to meet the requirements of the better position than ever to meet the requirements of the trade.

Will Not Increase Prices

In an interview this week, T. H. Rieder, vice-president and general manager of the Canadian Consolidated Rubber Company, Limited, in reply to a question as to the probable trend of prices in the immediate future for manufactured rubber goods, stated:

"While the price of crude rubber has practically doubled during the last few days, we have not yet advanced the price of anything we manufacture, and we hope that events will shape themselves so that we may stick as closely as possible to our present figures. Many of the articles we produce are absolute necessities. Take rubber footwear, for instance. All classes of our citizens are compelled to use this form of foot protection during the winter months in Canada, and it would be a hardship on many poor people if the price were arbitrarily doubled or advanced by us because of conditions that may only be temporary. You may rest assured that we are not seeking, and will not seek to lessen the buying power of the Canadian dollar. We believe in 'Service First.' Like honesty, it is the best policy, but we believe in it because it is also the safest policy in the long run, the safest for us and for our customers."

Do Not Allow Your Conceit to Cause Loss of Sales

No One Salesman Knows It All or Can Handle Every Customer—It is no Discredit to Turn a Difficult Patron Over to Another Clerk and Often Shows Mighty Good Judgment on Your Part—Some Live Wire Pointers

The rigid faced woman came into the shoe store looking for trouble, and started to find it at once. The salesman approached in a gentlemanly manner and asked if she desired any shoes. "What do you think I came in here for? A hat or a dress or perhaps carpets? It might be that you thought I came in to kill time with a twelve-dollar-a-week clerk."

"No," replied the self-poised salesman, "I did not think that. You know we always ask the customer if she wants shoes. You know she might be looking for a friend or just dropped in for some shoe repairing or something like that."

"Well, you clerks are long winded all right, but I want to see something in shoes."

So the salesman seated the customer and after some hard work got a shoe off. Now this is considered half the sale by clever salesmen, and the clerk was pleased with his efforts. But the sale was not anywhere near made and the salesman kept showing shoes and offering suggestions. Instead of accomplishing something he was getting the customer undecided. She had seen too many shoes and could not make up her mind. She was little short of ugly and the clerk had all he could do to manage her.

The proprietor was looking over the floor as was his habit. He noticed that the salesman was in difficulty and stopped him when he was going after another line of shoes.

"Hadn't you better turn her, Fred?" he asked.

But Fred was sure he could close the sale and hung on. Now Fred was a good average salesman and was fighting his way to the top.

The owner was not entirely satisfied that Fred could close, and he finally called him aside and told him to let another salesman try to please the lady.

So the proprietor walked over to the lady and said:

"I see that the young man serving you cannot locate the style you desire. If you will wait just a minute or two I shall have the best salesman in my employ fit you."

This seemed to please the customer and she willingly waited.

The second clerk approached with a rush, saying: "How do you do, madam."

He measured her foot, at the same time throwing aside all the former shoes shown. He asked briefly what style the customer desired. He then placed it on her foot in a business like manner. The shoe fit perfectly and the sale was made.

The proprietor then called Fred, the first salesman, to the rear and gave him a straight from the shoulder talk.

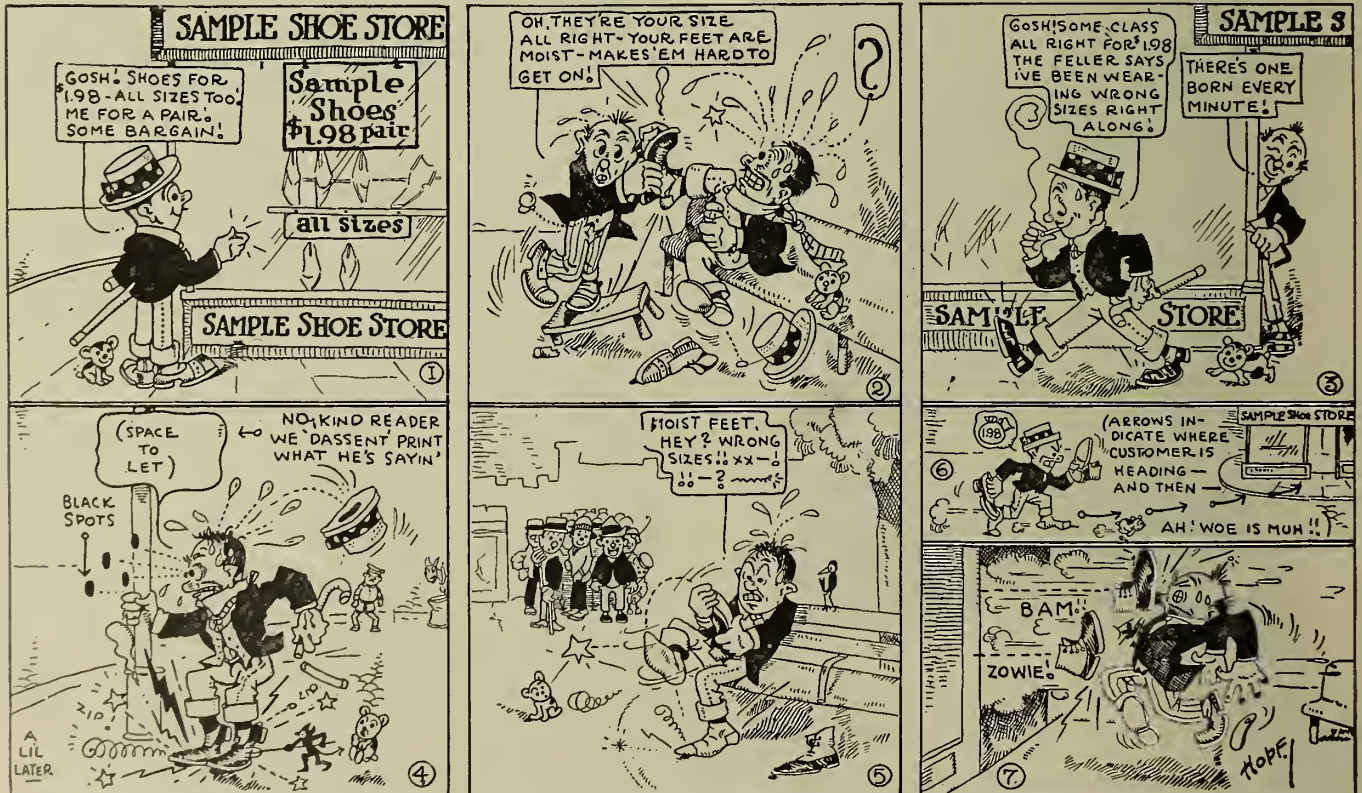
"Now look here," he remarked, "you have the wrong idea about selling shoes. You are a mighty good salesman, and we are going to make even a better man out of you. In this house we sell with team work. You sell a customer if you can. If you are having a hard time landing her, turn her over to another man at once. It's no discredit to you, and shows that you have mighty good judgment. We want to sell our shoes, and you do not need work for a record amount of sales. Take customers as they come in and wait on them conscientiously. Do not take any chances on losing them, but turn them over as soon as you find the sale is not coming along easily. If you follow this policy you will be a better salesman and make more money for yourself and the firm."

Fred saw the point, and he is now one of the top-notch men with the house.

* * *

WHY GEORGE'S TRADE WERE SLOW BUYERS

George was at a loss to understand why other clerks could sell the trade quickly and he had to show a dozen shoes, and then had a hard time selling his customer. At



HOW SOME SHOE WEARERS ARE STILL BEING VICTIMIZED

first he thought that the other boys were picking easy trade and he was having just an ordinary run of hard luck. But after three months he was running in just as hard luck and he concluded that he was not cut out for a shoe salesman. Not having any other position in sight he was forced to hold on to his present job. George was not a quitter, and "dug in" and worked as hard as ever.

The owner, of course, noticed that things were not coming George's way, but he liked the way he tried and decided to let him fight it out. The busy season was coming to a close and George knew that the firm could do without him, and he was thinking about how he could make himself solid. He had given up the idea about being a good salesman and instead, kept up his stock better than the other boys. But he realized that stock-keeping was not what he was being paid for, and that he was expected to sell a certain amount of footwear each day. So he thought out a plan that possibly might make a better salesman of him.

He closely watched the best clerk on the floor and asked him for pointers whenever he had the chance. Then he compared the methods of this top-notch salesman with his own. He noted the difference and decided to overcome the fault. It was no easy matter, but in the end he accomplished it. Now the other clerks have to measure up to him, and when he is asked to advise on what is the principal fault with young salesmen, he gives the one that he overcame—"don't talk too much."

* * *

SUGGESTIONS IN RETAIL FIELD

In no other part of the business game should the power of suggestion be more valuable than in the retail field. It is something that an ordinary clerk can study and become efficient in, and it will boost sales far above the line of ordinary effort. As a matter of fact, many customers whom you wait upon at your store are just unconsciously waiting for some suggestion which they can agree with, and if one knew how to properly give such a suggestion, there would be absolutely no question about the receptiveness of the customer's mind to your ideas. You surely would have made an impression on them.

Just think over your day's sales and recollect how many customers came to you who were undecided as to which shoe they would take. If you had sent out a suggestion properly framed, don't you believe that it would have helped a great deal? Take a little every day incident, for an example. How many salespersons remark: "Is that all today?" Certainly there is little suggestion in this remark. Would it not be better to say, "Have you plenty of shoe laces, polish, etc., for your vacation trip?" or "Could you use a pair of splendid low shoes for house wear if they were low priced?"

In either of these questions you have put a definite line of thought into action. Possibly the customer had entirely forgotten about being away from the stores and shoe-shining parlors at vacation time, and a bottle of shoe polish and a half dozen pairs of laces could easily have been sold right then. In the house shoe inquiry, your lady customer undoubtedly needed something of this sort, but had kept putting it off merely because there did not seem to be a favorable opportunity presenting itself to get them. Your suggestion paved the way to a further consideration of the matter just at that moment when she had the time, and when you had the shoes at the right price. Your suggestions on rubber shoes, gaiters, lamb's wool soles or any one of the hundred other seasonable novelties in your store would be as well received.

There is some sort of a suggestion that will be welcomed by each customer you wait upon, and the only difficult part of it all is to know just what that suggestion is that will appeal. This can be learned only by study of case after case. If you fail in your first effort, try another quickly before you have lost your vantage point. Now, aside from the

business side of this proposition, it is real genuine fun to know that you can influence a customer to purchase what you desire. How many persons have you heard say, "I don't know what made me buy that, because I have enough of them already." 'Twas the suggestion sure enough.

The great growth of the findings department has been due largely, if not almost entirely, to suggestion. Heretofore, one was content to wear cotton laces in his shoes simply because no one dared to suggest silk. People rarely used shoe trees, whereas now most persons have at least one pair of them. Buckles, foot powder, rubber heels, insoles and the like have had enormous sales purely through the power of suggestion. Now if it is possible to do this much, why not more right in your own store. Perhaps the greatest power of all, however, is that of auto-suggestion. By this we mean the power to influence one's self so that you will become convinced of your ability to handle all sales.

* * *

"STEALING" YOUR COMPETITOR'S CLERK

Not long ago a merchant complained bitterly because a competitor in the same town had stolen his best clerk. He did not do it openly, but made secret advance to the clerk and secured him at an advance of salary."

One cannot know all the particulars, but one imagines the first retailer did not lose much. If one man can steal that clerk another can. After a while he won't be worth "stealing."

One is inclined to think that there is not much justification in the charge that a certain dealer stole another man's clerk.

Assume that the clerk was a good one, a desirable one, else he would not have been stolen. On the surface this appears to be just a question of a clerk exercising his right to better his condition and his position. Undoubtedly he would not have left his first employer unless there had had held out to him a better post, presumably with more pay. If the clerk was a good one and worth retaining, one does not see that it was anybody's fault but that of the first merchant that he did not keep him by advancing his wages to equal or exceed those offered by the other man. If he did not appreciate the clerk to his full value he deserved to lose him. If he could not afford to pay the employe more than he was paying him at the time, he certainly cannot blame the fellow for leaving him for a more remunerative position. Shrewd business men do not look upon an employe as a mere chattel, the property of whatever individual, firm or corporation happens to be engaging him. If employers expect to keep competent help, to retain good, faithful employes in any capacity, they must expect to and generally do pay what the service of a salesman is actually worth.

World's Crude Rubber Production

(In tons of 2240 lbs.)

| | Plantation | Brazil | Rest | Total | Percentage of Increase to Decrease |
|-----------|------------|--------|--------|---------|------------------------------------|
| 1900 | 4 | 26,750 | 27,136 | 53,890 | |
| 1901 | 5 | 30,300 | 24,545 | 54,850 | + 1.7 % |
| 1902 | 8 | 28,700 | 23,632 | 52,340 | - 4.5 % |
| 1903 | 21 | 31,100 | 24,829 | 55,950 | + 6.8 % |
| 1904 | 43 | 30,000 | 32,077 | 62,120 | +11.0 % |
| 1905 | 145 | 35,000 | 27,000 | 62,145 | + .004% |
| 1906 | 510 | 36,000 | 29,700 | 66,210 | + 6.5 % |
| 1907 | 1000 | 38,000 | 30,000 | 69,000 | + 4.2 % |
| 1908 | 1,800 | 39,000 | 24,600 | 65,400 | - 5.2 % |
| 1909 | 3,600 | 42,000 | 24,000 | 69,600 | + 6.4 % |
| 1910 | 8,200 | 40,800 | 21,500 | 70,500 | + 1.2 % |
| 1911 | 14,419 | 37,730 | 23,000 | 75,149 | + 6.5 % |
| 1912 | 28,518 | 42,410 | 28,000 | 98,928 | +31.6 % |
| 1913 | 47,200 | 39,370 | 21,870 | 108,440 | + 9.6 % |
| 1914 est. | 65,000 | 32,000 | 10,000 | 107,000 | - 1.33 % |

Spring Season Opens Well

(Continued from page 25)

turn a couple of seasons ago; and for dress wear it has displaced all other leathers. In boots, patents are most conspicuous in vamps with whole cloth or brocaded quarters. The call for bals in men's will still continue, though of course, only in the higher grade lines.

What a Summary Shows

A general summary shows that as was stated earlier in this article, no startling changes will be noticed, but the changes are rather of a minor nature. The tendency in women's footwear for the past season or two, has been for a shorter vamp, and again the coming season, the short vamp will reign. Toes also have become more sensible, and the demand for Summer 1915 is pretty likely to be for a rather round toe, with a good call for the long, narrow

A tan calf is also seen with a medium high toe and 11/8 heel. Another men's shoe which will sell well is a dongola with a heavy slip sole, medium toe and 11/8 heel. Another strong shoe which will appeal to a certain class of trade is the men's dongola, whole fox bal London toe, 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 about the same as last season. 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



GABY PUMP, PATENT FOREPART AND FOXING, CLOTH INLAY, WITH RHINESTONE ORNAMENTS.



NOVEL LACE AND BUTTON EFFECT, PATENT FOREPART, FABRIC QUARTERS, CUBAN-LOUIS HEEL.



LONG RECEDING TOE, COLONIAL, WITH FANCY INSETS OF CLOTH IN QUARTERS & TONGUE, STEEL BUCKLE.

toe. Heels are a trifle higher and shanks about the same. This can be called a reliable general summary of the women's samples. In the men's lines, the medium toe, fairly wide shank and flat heel, characterizes the showings being made. Otherwise, changes are of a minor nature.

However, it can easily be seen that a marked improvement is shown, even over last season's samples. Finer examples of good shoemaking cannot be found in any country, and the finish, skill, grace and craftsmanship which are revealed in the offerings should satisfy the most fastidious.

Here are a few observations, and others will be presented in later editions, of the different manufacturers, giving their views and a summary of their new lines.

The Thompson Shoe Co., Montreal, have a very natty line of shoes for the Spring season. They are offering to their customers six new lasts, all women's. One of these is a one button Colonial with a sliding buckle which covers the button. It has a medium high toe, a 15/8 Cuban Louis heel, patent vamp and satin quarter. In the opinion of the Thompson Shoe Co., this will be a strong seller this season. Another smart shoe being shown by them has a medium recede toe with a 14/8 heel. This is made in buttons, and is sent out in cloth tops and all leathers. An oxford is also shown carrying a medium toe. One of the new samples is a velours calf lace, modified recede toe with a 7/8 flange heel. For the class of trade to which it will cater it is a winner.

shoes are being made on fuller and more comfortable lines than before.

Daoust, Lalonde & Co., Montreal, are offering to their customers a line which they state, is the finest they have ever turned out. They have added several new lasts in their men's Goodyear welt lines, one a recede toe on an English last, and the other a medium high toe shoe. Mr. Jos. Daoust says he believes that no startling changes will be seen during the coming season, and thinks that the Spring styles are as sensible as it is possible to make shoes.

Dupont & Frere, Maisonneuve, are of the opinion that no radical changes will be seen this coming season, and have a line very much similar to that which they showed last year, although several new lasts have been added. The medium toe shoe, will be the big seller in the Dupont line, but the recede toe will not sell very strongly. The company have a line of samples, which they feel, will be very pleasing to customers, and have particular confidence in their growing girls' last, on which they have received many compliments recently. They are also showing in their samples a number of lasts which are rather wide with round toes. Speaking further, a prominent member of the firm said to the writer. "We are at the present time installing new machinery for the manufacture of Goodyear welt shoes for men, and it is our intention this season to make a line of shoes to be sold at popular prices. Patent leather seems to be in great de-



NOVEL PUMP WITH DULL CALF FOREPART, BEADED VAMP AND CLOTH QUARTERS.



BUTTON BOOT, PATENT FOREPART, AND FOXING OVERLAY CRAVENETTE QUARTERS, CUBAN HEEL.



PATENT COLONIAL WITH BROCADE QUARTERS, AND FANCY THREE STRAP EFFECT ON FOREPART.

mand, and we also are getting an increased call for the different shades of tans."

The Eagle Shoe Company, Limited's new Spring 1915 line is very attractive and is sure to catch the eye of the trade at once. Their two brands of "Eagle" and Frank W. Slater "Strider" shoes are considerably augmented by three new recede toe lasts, and one modified high toe. Moreover, a new medium freak is also being shown. Some of these lasts show flange heels; in fact all heels range from one to one and a half inches, one to one and a quarter predominating. Blind eyelets are also prominent.

For women an entirely new line of women's turns are being placed on the market. This line includes buttons and bals with fancy tops of various fabrics. A strong line of mock welt edges are also being shown. Pumps, Colonials, Gabys, La Valiere and Cleopatra styles are well represented in the samples, which show both leather and wooden heels, the spool type in leather being quite prominent.

In women's welts a new full-fitting last of neat appearance is being shown, along with four other new lasts that are possessed of very neat lines. These come in both leathers and fabrics.

In the samples of the Cook-Fitzgerald Co., Limited, London, are seen some very neat combinations of leather and fabrics, along with oxfords, that are said to be entirely new to the Canadian trade. Several rubber soled shoes are shown, embracing samples of flexible leather-soled tan out-

ing footwear for men and boys, canvas, nubucks, and a real golf shoe which is expected to sell well.

Kid shoes for men will have a good call and several samples are shown along these lines, in both blacks and colors. Kangaroo is shown too, with a strong array of gunmetals and velours. Patents are fairly strong, and several shades in tans are seen amongst the samples, presenting an exceedingly neat appearance. Imported leather linings have made some of the oxford samples unusually attractive; one with white ivory soles, white welting and heels, being especially noticeable.

The medium high toe prevails in the company's showings. There is also a new moderate recede model, that is a good fitter and which has all the qualities demanded by the trade. Other lasts seen are a new roll toe which the company expect will prove a winner, and the "London" last that has the proper lines to make it a most popular line for those who can find comfort only in shoes that are straight.

The Cook-Fitzgerald Co. specialize in men's high grade welts, and state that in order to secure an attractive showing, one of their style experts made a special trip in June last to the leading American shoe centres, in order to gather ideas which have been incorporated in the new season's lines.

The McDermott Shoe Co. are showing five new lasts for Spring selling: two welts, one turn and two McKays. They are putting out a new welt for women with a cushion insole that is bound to be an excellent full-fitting last. This



PATENT LEATHER PUMP, MEDIUM RECEDE TOE, CUBAN-LOUIS HEEL—MCDERMOTT SHOE CO.



GUN METAL BAL, ROUND FULL TOE, LOW HEEL—BY CORBEIL, LIMITED

will be much superior to the already well known cushion turn they have been manufacturing previously.

The two new McKay lasts include colonials and pumps in bronze kid and patent, with satin or green cloth quarters, also in black ooze. These fabrics and leathers also are shown in their high-cut lines on these new McKay lasts. Heels come in the new spool style now so popular and des-



PATENT COLONIAL, KIDNEY HEEL, MEDIUM HIGH TOE
AND NEW SLIDING BUCKLE COVERING BUTTON,
BY THOMPSON SHOE CO., MONTREAL

igned to be the rage this season; also in the half-Louis style and the Cuban. In turns, the new last is very stylish and made in patent ooze, white and mahogany nubuck. The fast-selling colonial and pump lasts so popular last season will be continued in the various leathers. If it be possible to single out any line for most favorable comparison it would be the range of colonials, in which this firm has always specialized, and which has brought them much business and most favorable comments.

The Spring samples of the W. B. Hamilton Shoe Co., Toronto, are decidedly attractive and several new lasts are shown. In men's, there is a modified recede toe and an English receding toe last, as well as a new moderately high toe last. A number of bals, as well as bluchers, some having cloth tops are seen. Gunmetal and patents are the principal leathers, although there are a number of models in the darker shades of tan. The company are showing a sporting shoe, with chrome sole and electric elk upper, which is quite a novelty. Blind eyelets and low square heels are observed on several of the offerings. In the women's line are several new lasts, including one English toe and one modified high, plain toe. Some nice offerings are witnessed in Castle pumps and Colonials, made in patent leather, gunmetal, suede, etc. A very neat shoe is a button, with chocolate kid foxing, tan cloth top, and spool heel. A chocolate kid oxford, with tan calf collar is a novelty. The great majority, however, of the women's line, are on conservative



WOMEN'S PATENT LEATHER PUMP, CUBAN HEEL, MEDIUM HIGH TOE, BY THOMPSON SHOE CO., MONTREAL

lasts, with patent predominating in leathers. There are some cloth tops with Cuban heels and spool heels, and altogether the range is a very complete one.

La Parisienne Shoe Co., Limited, Montreal, have a line of women's shoes for the Spring and Summer of 1915 that

they feel will please every one of their customers, offering they say, the very latest in style, neatness and high class, with still more variety to their already large assortment. They have put in six new lasts, all of which should be good sellers during the coming season. One of these is an all-patent Colonial tie with turn sole, French Cuban 15/8 wood heel, a long vamp and narrow pointed, medium high toe. It should be a strong seller, as it presents as natty an appearance as one could wish for and the La Parisienne Co. are hoping for big things from it. Another new last which they are showing is a high cut, a patent, three-quarter fox woman's button with dull calf top. This shoe carries a 15/8 Cuban heel, a long vamp and narrow pointed toe. It is a Goodyear, and should lead in the sale of high cuts. Speaking on style tendencies, an official of the company stated that in his opinion, fancy brocades will sell strongly this season. A large call has been felt for the high French wood heel, even a little higher than last year. Tans, he said, were dead again this year in the women's lines. Continued popularity of pumps and Colonials is evidenced by the number of orders that have already come in for them. The selling staff of the company this season will be: Fred Hull, west of Toronto; Frank Power, in Eastern Ontario; W. C. Myers, in the West; Medard Gauthier, in Montreal and surrounding territory, and V. Lachambre in Quebec.

A Tanner's Circular

One of the large Canadian tanners issued a circular letter to the trade under date of August 8th, dealing with the situation brought about by the war. Among other things the circular stated that as the skins, from which high grade calf leathers were made, came from France, Austria, Germany and Russia, and these countries were now severed commercially from this continent, dependence must be placed on present stocks in Canada, which in most cases are less than normal. A reference was also made to the impossibility of doing business satisfactorily by letter of credit, which has been the system employed in business transactions between Canadian tanners and English and continental houses. Domestic skins in quantities are not to be expected before next April. This house withdrew all prices August 1.

Newsy Briefs From Quebec

The retail shoe business has been very quiet in Quebec, although cobblers have been exceptionally busy.

There are about two hundred men (employed with the different shoe manufacturers in Quebec), who are assuming military duties.

V. Coulombs, of Quebec, has installed a new motor power for cleaning shoes. The invention is of one of his own and is meeting with great success.

It is expected that the new building of Tourigny & Marois, Quebec, will be finished by the first of October. The first two flats are almost completed. One hundred men are working on the building all the time.

Prices in leather of all kinds are advancing from one to two cents a foot, owing to the tanners being unable to secure raw material. Many orders have been filled and are on their way, but steamers are temporarily blocked.

The annual picnic of John Ritchie & Co., Quebec, was held at St. Catherines on the 1st of August. There was a large attendance and many prizes were given by the following leather merchants: J. A. Scott, Dupere & Garant, E. A. Shea, Richard & Frere, Lucienne Borne and others.

SHOE NEWS IN PARAGRAPH

George Peoples has opened a shoe shop in Woodstock, N.B.

A. Woolf, shoe merchant, Calgary, suffered loss by fire recently.

The Ontario Bargain Shoe Store has been registered in Montreal.

M. Lipkin, shoemaker, of Winnipeg, has discontinued his business.

L. G. Lockett, of the Midland Shoe Co., Kingston, was in Montreal last week.

F. J. McKenna, shoe manufacturer, has recently been registered in Montreal.

L. P. Pelletier, shoe retailer, of Montreal, recently assigned to V. Lamarre.

H. D. Rae, shoe retailer, Vancouver, was in Toronto last week calling upon the trade.

Chas. Campbell, of the Boston Last Co., Richmond, Que., was in Montreal this week.

N. K. Cunningham, shoe dealer, of Liverpool, N.S., recently assigned to D. D. Chisholm.

C. A. Davies, of Blachford, Davies & Co., Toronto, was in Montreal on a business trip recently.

Harry Teplinsky, boots and shoes, Saskatoon, has assigned to Imperial Canadian Trust Company.

A new company recently registered in Montreal is that of Gardner & Nadeau, manufacturers of shoes.

Mr. Angus, of Ames-Holden-McCreedy, Limited, Montreal, spent a couple of days in Ottawa last week.

Bert Packard, of L. H. Packard & Co., Limited, Montreal, has returned from a business trip to Boston.

Harry Thompson of the Thompson Shoe Co., Montreal, is spending a few days in Toronto calling on the trade.

J. C. Moreau and family, who have been spending a holiday at Lake Rosseau, Muskoka, have returned to Toronto.

F. W. Knowlton, of the U.S.M. Co. of Canada, Montreal, was in Toronto and other Ontario centres last week.

J. A. Little, boot and shoe merchant, of Saskatoon, is considering the advisability of admitting a partner into his business.

E. L. Emerson, of the Boston Last Co., Boston, was a visitor last week to the Canadian factory of his firm at Richmond, Que.

George W. Cowan, Chatham, Ont., an enterprising shoe merchant, is conducting a "Shoe-Fly Sale" which is meeting with great success.

C. A. Brouillard, superintendent of No. 1 factory of Ames-Holden-McCreedy, Limited, Montreal, has resigned from his position with the company.

Dupont & Frere, Maisonneuve, are installing an entire new and full equipment of machinery for the manufacture of men's Goodyear welt shoes in their factory.

John Harris, A.C.I.S., Canadian manager of the "Nugget" Polish Co., Limited, has been elected a member of the Board of Trade for the city of Toronto.

G. J. Scott, Western Canada representative for P. Jacobi, shoe store supplies, Toronto, has returned after spending a pleasant holiday among the Muskoka Lakes.

Fire recently broke out in the boiler house of J. M. Humphrey & Company's shoe factory, St. John, N.B. The blaze was extinguished and practically no damage was done.

Gordon W. Scott, of P. S. Ross & Sons, Montreal, has been appointed curator to handle the affairs of the Meyers Shoe Co., Montreal. Up to the present there have been no new developments, but a meeting of creditors has been called

for the third week in August, when it is certain that some definite course of action will be decided upon.

Geo. Wymer has been appointed foreman of the making room of Ames-Holden-McCreedy, Limited, No. 2 factory, Montreal. He was formerly employed in an American factory.

Many friends of Mr. and Mrs. M. McPherson, of Brantford, will sympathize with them in the loss of their little son, who was only a few months old, and passed away recently.

The North British Rubber Co., Limited, of Toronto, has taken out a supplementary provincial license to conduct business in Ontario, and is authorized to invest a sum not exceeding \$100,000.

J. D. Palmer, President of the Hartt Boot and Shoe Co., Fredericton, N.B., and wife, have returned home after an extended visit to Winnipeg, Calgary, Vancouver and other Western cities.

H. Gibbins, formerly one of the Western Canada representatives of Getty & Scott, Limited, Galt, has been appointed manager of the footwear department of the John Murphy Co., Limited, Montreal, and has entered upon his new duties.

Oliver Eatough, managing director of Sir H. W. Trickett, Limited, of Waterfoot, England, who was to sail from

Mr. Burnham Takes New Position

Chester C. Burnham is a well known figure to both Canadian and American shoemen, owing to the prominent executive part he has always taken in connection with the various Shoe and Leather Fairs held in Boston during the past few years under the management of the Jacobsen Publishing Co., with whom he has been long connected. It has usually been accepted as a truism that whenever any boothholder at the Fair had any complaint, he could go to either



Mr. Burnham or his side-partner, Mr. W. D. Bennett, at whose hands the complainant would receive prompt and courteous attention. Mr. Burnham is also widely known in the shoe trade journal field in the United States because of his eleven years' journal work and his twelve years of earlier retail shoe store training. These qualifications will be very valuable to him in his new position, that of advertising manager of the large B. and R. Rubber Company at North Brookfield, Mass., and his many friends on both sides of the line will join in wishing him every success in his new work.

Liverpool on the Laconia on August 15th, has cancelled his trip on account of the war.

H. J. Cote, who left the employ of Ames-Holden-McCready, Limited, Montreal, some time ago, has been re-appointed to his old position as foreman of the lasting department in No. 2 factory.

The Provincial Exhibition which was to have been held at Halifax, has been called off. Among firms who held space were the United Shoe Machinery Co. of Canada, and Robt. Taylor & Co., of Halifax.

C. B. R. De Hart, who up to the present has been foreman of the Goodyear lasting department of No. 2 factory, Ames-Holden-McCready, Limited, Montreal, resigned from his position with the company last week.

Geo. Auger, shoe retailer, of Sherbrooke, Que., has installed a complete Goodyear shoe repair outfit in his establishment. He states that business has been away ahead of expectations since the new equipment has been in.

Geo. P. Lowe, of Ames-Holden-McCready, Limited, has resigned from the company. Mr. Lowe occupied a position in No. 1 factory of the company, and acted in several capacities, among them being that of cost book-keeper.

J. M. Peterman, of Montreal, formerly with the Thompson Shoe Co., and the Slater Shoe Co., has taken a position on the traveling staff of the W. B. Hamilton Shoe Co., Toronto, and will cover Manitoba, and part of Saskatchewan.

Mr. George Agnew, of the Agnew Shoe Stores, Brantford, is now somewhere on the continent, either in Belgium

or Germany. Some weeks ago, it was his intention to join a party of Canadians in England when they expected to tour the continent.

The annual picnic of the employes of the United Shoe Machinery Co., Montreal, was held Saturday, August 8th, at Otterburn Park, where a very enjoyable day was spent. An interesting programme of games was run off, and every event was keenly contested.

E. S. Many, agent of the United Shoe Machinery Co., has returned to Montreal from the Maritime Provinces, where he has been engaged installing a complete equipment of machinery for the manufacture of men's Goodyear welts in the factory of J. M. Humphrey & Co., of St. John, N.B.

In the last issue of the SHOE AND LEATHER JOURNAL in the inscription under the group portrait which appeared on page 41, the Canadian Consolidated Rubber Company's name appeared as The Canadian Consolidated Leather Company. The typographical error was, however, detected before many of the papers had been run and was corrected.

Two of the large Montreal shoe factories received orders this week from the Canadian Government for army shoes to be used by the militia during the war. The two firms filling out the orders are Ames-Holden-McCready, Limited, and the Tetrault Shoe Co., the former having received an order for over 40,000 pairs and the latter company for over 20,000 pairs.

E. F. Leonard, formerly superintendent of the Slater Shoe Co., Montreal, has accepted a position as superintendent of the Newfoundland Boot and Shoe Co., of St. Johns, Nfld. Mr. Leonard is very well impressed with shoe conditions in Newfoundland. Many readers of the SHOE AND LEATHER JOURNAL will remember him best as the writer of a recent series of articles in this paper on the different methods of shoe construction.

W. J. Lindsay, shoe merchant, 164 Dundas street, Toronto, has shown his interest in the present war happenings by placing among the boots and shoes in his window, colored prints of the most prominent English war lords. Among the three dozen of these which adorn the windows may be seen the pictures of Field Marshal Lord Roberts, Field Marshal Sir Donald Martin Stewart, Major Gen. Lord Kitchener, Lieut.-Gen. Sir H. E. Colirle, and Col. Robert S. S. Baden-Powell.

At the Canadian National Exhibition, Toronto, there will be an interesting exhibition of shoemaking in the Process Building, where the United Shoe Machinery Company will demonstrate the Goodyear welt process. The Minister, Myles Shoe Co., of Toronto, will supply the operators and all shoes will be made of A. R. Clarke's patent leather, the output being for the T. Eaton Co. The shoemaking operations have always proved a source of instruction and enlightenment to numerous visitors.

A. Davis & Son, Limited, tanners, Kingston, Ont., suffered a serious loss by fire recently. At the present time it is difficult to state just how great the loss is, probably between seventy-five and one hundred thousand dollars. The frame tannery known as "The Carrington Tannery" was entirely destroyed, together with the boiler room and Leach house. The new concrete buildings of fire proof construction, erected in 1909, stood the fire test admirably, leaving the company in a position to carry on business in those buildings in which their power connections are re-established and leather shipments are now being made. Steps are being taken to rebuild the boiler room and Leach house.

London will have an automobile tire factory employing a large number of men if the plans of E. Favary, of New York, and Dr. D. H. Arnott, of this city, and other well-known Londoners can be carried out successfully. Mr. Favary, of the Favary Tire Company, of New York, is in

SHOE TRAVELERS ON THE LAKE

Here is a jolly bunch of Western Canada shoe travelers on board the steamer Keewatin, bound from Fort William home. They met on the boat on their return trip and were snapped by E. J. Sullivan, manager of the Orpheum Theatre, Winnipeg. Standing at the rear, from left to right are—Robert Russell, representing Garside & White, Toronto, and



J. C. Moreau, of Toronto, Western Canada representative of the London Shoe Company. In front row, from left to right, are Robert Tobin, representing the Adams Shoe Co., Toronto, and Coates, Burns & Wanless, London; Reg. Wilson, representing Sterling Bros., London; Richard Foristal, of the London Shoe Co., and Fred. J. Lashbrook, of London, representing the Galt Shoe Manufacturing Co., of Galt.

London and several vacant factory buildings are being considered for temporary premises. The Favary Tire Company recently erected a factory in New York and has large orders to complete which render early increase in equipment advisable. A considerable sum of money will be subscribed locally for the Canadian company.

J. Harry Selz, president of Selz-Schwab Shoe Co., Chicago, says, "If the war lasts long the price of shoes will take an upward bound. There is no immediate danger but the fact that there is no leather surplus and the demand for millions of pairs of shoes after war begins will effect prices. Leather follows the price of wheat in war times. There will be hundreds of thousands of men involved in the struggle, and that means shoes. Sole leather will rise first and top leather will come next.

Frank W. Slater, who has for many years been connected with the Eagle Shoe Co., Montreal, as a member of the firm, recently severed his connection with the firm, and has accepted a position with Aird & Son, Montreal. His place with the Eagle Shoe Co. has been filled by the engagement of B. F. Morley, and J. A. Valary, formerly with the Thompson Shoe Co., Montreal. Mr. Morley will cover the territory in Ontario east of Toronto, while Mr. Valary will cover that district west of Toronto.

Frank W. McKeen, shoe manufacturer, Quebec, made a judicious assignment on August 3rd. Liabilities amount to over \$65,000, the chief creditors being the Bank of Nova Scotia, Quebec, \$33,500; and J. A. Scott, Quebec, \$14,000. The three leading leather houses are creditors for total of over \$10,000. Balance of the creditors are mostly supply houses and their accounts are for small amounts. Assets amount to something in the neighborhood of \$60,000, exclusive of the rights of the firm in their factory property. Larue and Trudel are provisional guardians in that a curator will be appointed on August 19th.

A two-storey frame building at the rear of 300 Yonge street, Toronto, occupied by the Adams Leather Goods Company, was totally destroyed by fire last week. The damage is estimated at \$10,000. The damage to the building will be \$2,000 and to the contents \$8,000. The loss in both cases is covered by insurance. The cause of the fire is unknown. The building, which is leased by the leather goods company from the William East Company, was used as a planing and saw mill and a leather findings sorting room. A large amount of wood used in the construction of trunks was in the building when the fire occurred.

"Why is your stock of Fleet Foot shoes like an expert acrobat?" asks the Canadian Consolidated Rubber Co., in their ad in this issue of the SHOE AND LEATHER JOURNAL. The company announce that any retailer or shoe clerk sending in the correct answer before September 1st will be entitled to a pair of women's new tango pumps, which will be presented, with the company's compliments, to any lady that the winner names. All replies must be addressed to the editor of Foot Prints, Post Office Box 330, Montreal. The correct answer and names of the successful competitors will appear in September 15th edition of the SHOE AND LEATHER JOURNAL.

The early closing by-law has gone into effect in Brantford, starting on August 1st, by the provisions of which all shoe merchants are required to close their doors at seven o'clock on each night of the week, ten o'clock on Saturday nights and nights previous to public holidays. It is also stipulated that footwear merchants can keep open ten days before Christmas. Among those who were instrumental in securing this progressive measure were M. McPherson, C. P. Coles, Frank Bauslaugh, of John Agnew, Limited, and Charles Ludlow. The maximum penalty for the violation of the by-law is a fine of \$50. All the shoe dealers are observ-

ing the new regulation and it is expected that everything will work out satisfactorily.

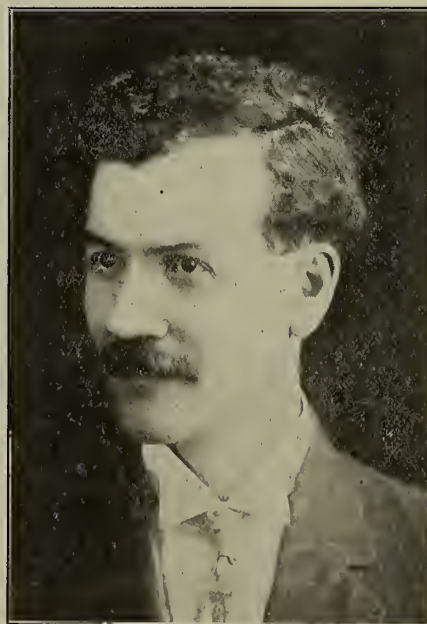
John Taylor has retired from the firm of Wm. Taylor & Co., Halifax, and the business has been turned into a joint stock company, with G. A. Taylor as president and R. N. Eckersley as secretary. The Taylor shoe store was established in 1879 and for many years has enjoyed a very large business; it is one of the most reliable shoe stores in the city and holds its customers against the hardest competition. The retirement of Mr. John Taylor, who is going in for apple orcharding, will involve no change in the store policy of the firm. George Taylor will continue to do the buying and have charge of the selling. Mr. Eckersley will succeed John Taylor in charge of the office.

John McCrudden has been appointed superintendent of the Perth Shoe Co., Perth, Ont., and has entered upon his new duties. Mr. McCrudden was formerly superintendent for the John Ritchie Co., Quebec, and was lately with the McKeen shoe factory in that city. He is a capable man and has had a thorough experience in the art. G. H. Ansley will look after the management of the office as well as the selling and business generally. He is widely known to the shoe trade, having been in the selling arena for many years. H. H. Lightford, for the past two years manager of the Perth Shoe Co., recently resigned. The company report that they are busy, working overtime on some days of the week.

Geo. Fortin, of the Scout Shoe factory, Montreal, has been appointed superintendent of the O. B. Shoe Co., of Drummondville, Que. Mr. Fortin has been for a long time connected with Jackson & Savage, owners of the Scout Shoe factory. The O. B. Shoe Co., which will be controlled

FORGING TO THE FRONT IN HIS LINE

Lewis W. Kiteley is a window dresser, a card and ticket writer in a popular shoe store in New Westminster, B.C. He has just returned to that city after spending some time in Toronto, Montreal, New York, Philadelphia and Baltimore, where he took in all that was of interest in his particular



line. Every year Mr. Kiteley visits the leading cities and picks up all pointers and suggestions that it is possible to do. Previous to coming east this season, he also visited Seattle, Spokane, Moose Jaw and Winnipeg. He was for a number of years on the staff of the Yale Shoe Store, Winnipeg.

by the same interests as formerly, have re-built a fine new factory on the site of the old one which was burnt down some time ago, and within a very short time will be in full operation, as the installation of machinery in the new factory has been completed and all is now in readiness for a busy season. The new building will have practically the same capacity as the former plant. Mr. Fortin has been replaced in the Scout Shoe Co. by Mr. G. Hatch, formerly with Robt. Taylor & Co., Halifax.

In reference to the enquiry received from the British War Office regarding the possibility of Canada supplying the army with boots, D. Lorne McGibbon, President of Ames-Holden-McCready, Limited, Montreal, replied by cable that the capacity of their factories was 15,000 pairs of shoes per day and that the company would have no difficulty in supplying large quantities of footwear for any purpose on short notice. Asked if there was any likelihood of business arising out of the operation of troops in Canada, Mr. McGibbon replied that it all depended upon the development in connection with the movement of troops. It was entirely a question of how many were called out. Boots and shoes would be used up very rapidly by men on the march, and the supply for Canadian troops would undoubtedly come from Canadian factories.

BETTER WEARING LIGHTERWEIGHT RUBBER SOLES

Sooner or later we must find a substitute for sole leather. This fact has been evident for some time and is being more strongly impressed on our minds by the frequent publication of government statistics which show conclusively that the

supply is not keeping pace with the consumption of leather in any reasonable degree. Ten years ago we became alarmed over the shortage of hides and the decrease in cattle kill. Prices went up, but many believed this was a temporary matter and that sooner or later prices would revert to their normal basis. But prices did not come back and leather, more especially sole leather, has been steadily advancing in price. Retailers are no longer certain that shoes bought to-day at a given price may be secured the following season at the same figure. In fact, they more often expect that the price will either be higher or the grade lower on the next season's shipment.

The fundamental reason for all of these increased prices is shortage in leather, and again we repeat, we must find a satisfactory substitute for leather. So far as the shoe business is concerned, rubber has proven quite the most adaptable as a substitute for the leather soles of shoes. It has had its drawbacks and the early history of the rubber sole industry is full of heart-rending failures and enormous losses. With all these troubles and in spite of the fact that the first productions were very crude affairs, the rubber soled shoe became an accepted article of shoe wearing apparel. In the face of numerous drawbacks, it has continued to increase in popularity ever since its introduction. Rubber is certainly waterproof and this is a most essential feature of shoe soling. It is flexible, it works well in the factory and properly compounded, it has many excellent qualities and not only equals leather but in many ways becomes its superior.

There is a rubber sole now on the market which is exceptionally light, in fact so light that it will almost float in water. The writer did not fully appreciate how light this sole was until he took a pair of them in one hand and a pair of ordinary rubber soles of average quality in the other. By actual weight it was later proved that the heavier pair weighed seventeen ounces while the lighter pair of the same size, iron, and style weighed ten and one-fifth ounces. Ordinarily lightness in shoe soling indicates limited wear, but in this particular sole it is guaranteed to wear as long as any other rubber sole made. It is also guaranteed to be lighter than leather and the above figures will show that it is from twenty-five to fifty per cent. lighter than the ordinary rubber sole.

There is little doubt, but that in time such a rubber sole as this will find a permanent use on every day foot-wear. Retailers will be very glad to secure a guaranteed rubber sole, having definite wearing qualities, possessing lightness and being guaranteed against breaking out at the stitching or stubbing out at the toe. It is understood that the manufacturers of this sole offer a very strong guarantee to the manufacturer who is in turn instructed to guarantee the sole to the retailer.

These soles work exceptionally well in the factory as they are very flexible and conform very easily to the sole laying process. They stand the stitching well and they are proof against a number of the ordinary manufacturing evils which are generally attributed to rubber soles. The manufacturers, who have had trouble with the rubber sole output during the past season will do well to look into this proposition and the SHOE AND LEATHER JOURNAL will be very glad to supply further details upon request.

CONDENSED ADVERTISEMENTS

Two cents a word. Minimum charge for an advertisement 50 cents. Cash must accompany all orders.

WANTED—Immediately, by Montreal Manufacturer, an aggressive salesman, with good connection, now handling men's line throughout the Northwest, to carry a snappy, quick-selling line of women's shoes—Address Box 88, Shoe and Leather Journal, Toronto.

AGENCY WANTED

An energetic young man, married, wishes to carry a line of ladies' Goodyear welts for a house not represented in Toronto or Hamilton. Highest references given. Write Box 87, 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

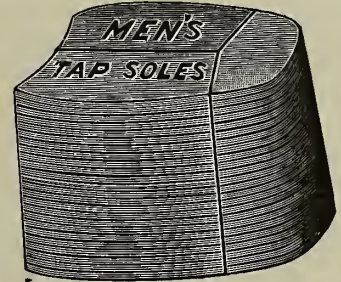
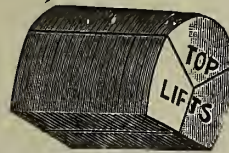
Also Boot and Shoe Laces

Mohair, Leather,
Mercerized, Silk.

FRANK & BRYCE, Limited

MONTREAL
TORONTO
QUEBEC

Established Over Half a Century



TAP SOLES

We carry a complete line, and stand back of every dozen

THE BREITHAUPT LEATHER CO., LIMITED

BERLIN

ONTARIO

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 Quaker Shoe Co.

Makers of

Men's, Boys', Youths' and
Little Gents' Medium
and Staple Lines



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

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



THE Ritchie Shoe

Goodyear Welts

FOR MEN, WOMEN, BOYS, YOUTHS AND LITTLE GENTS
OUR SPECIALTY

Your Guarantee
of Quality

We put the finest materials and workmanship into every shoe before we put the stamp on the sole. And our service is prompt.

The John Ritchie Company, Limited
496 St. Valier St. Quebec

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, Ready-to-Wear, Men's Wear. Any one, \$1.00 a year, any two, \$1.50, any three, \$2.00.

Order This **Raw-Hide Fibre Counter**
For your next run.

Guaranteed to outwear the shoe. None but the very best material is used in its manufacture.



F. BLOUIN
CORNER OF COLOMB AND NELSON STREETS : QUEBEC



MAKERS OF

HIGH-GRADE SHOES FOR MEN AND WOMEN

Write us for further particulars

L. GAUTHIER & CO. - Quebec

LUCIEN BORNE MANUFACTURER OF GLAZED KID, CHROME VEALS AND SIDE LEATHERS
VELOURS, GUNMETAL, DULL AND BOX FINISH

Sales Room:
149 St. Valier Street

QUEBEC

Works:
Limoilou, Que.

TORONTO EXHIBITION, AUG. 29th--SEPT. 14th

AN OPPORTUNITY FOR EXHIBITION VISITORS

THE "IMPERIAL" SHOE—for men and women, made in all fine leathers—Goodyear Welts and McKay Sewn.

"BEAUBRUMMEL" Superior Quality Men's Goodyear Welts. A young man's shoe with last minute touches.

"MAPLE LEAF" BRAND Solid Leather Working Shoes—every pair guaranteed.

"LITTLE CANADIAN" Misses' and Children's fine shoe.

"VARSITY BRAND" Medium grade light shoe—McKay sewn and standard screw—Men's, Boys' and Youths'.

TO save you money and to enable you to make it are the reasons behind our unusual efforts on behalf of exhibition visitors.

Each year we spend considerable time in getting together for Fair visitors, offerings that will mean big savings to them and opportunities for profit making.

This year we have some "extra" specials that will be snapped up quickly by the keen buyers who visit us during the exhibition.

We cannot go into details, but we will say there are particularly good buys in every department—leather, felt and rubber footwear.

It will pay you well to look over our entire range when you come to the exhibition.

Our travelers will be on hand to make you feel still more at home when you come.

Do not forget the dates, Aug. 29th to Sept. 14th.

Agents for Ontario for the famous

"WITCH ELK" HUNTING AND SPORTING BOOTS

We direct your attention to

The "SPORTSMAN" BOOT

Made in:

CHOCOLATE CALF
PEARL ELK
SMOKED ELK
BLACK ELK

In 10, 12 and 15 inch leg—Double Sole to Heel—Goodyear Welt—Full Bellows Tongue, Soles Double Stitched Aloft.

This is one of the most popular boots made for sportsmen, farmers and lumbermen. It has made good because it is made to make good.

THE "BIG FOUR" BRANDS OF RUBBER FOOTWEAR

KANT KRACK,
DAINTY MODE,
ROYAL and
BULL DOG Brands.

ELMIRA FELTS English Slippers

McLAREN & DALLAS

Wholesale Distributors of BOOTS, SHOES and RUBBERS

30 FRONT STREET WEST - TORONTO

I Have Some Mighty Good Lines for Spring

- ¶ You'll see from my salesman's samples that I have chosen my Spring stock widely and well. I have closely followed the trend of public opinion, and have included into my stock, only those lines which bid fair to become fast sellers.
- ¶ Careful attention has been paid to both price and popularity of the lines I have selected, and every precaution has been taken to safeguard your profits and your prestige.
- ¶ You'll be well advised to see my lines before placing your Spring orders.
- ¶ Look out for one of my salesmen.

JAMES ROBINSON

Wholesale Distributor of Boots, Shoes and Rubbers
182-186 McGill St., 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.

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Fix it indelibly in your mind that

LOGAN'S UNION SLAUGHTER and SWEAT SOLE LEATHERS

acknowledge no superiors anywhere. Use It!

LOGAN TANNERIES - PICTOU, N. S.

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

M. 5484



HEELS

We also make all grades, sizes and styles of heels from the best stock.

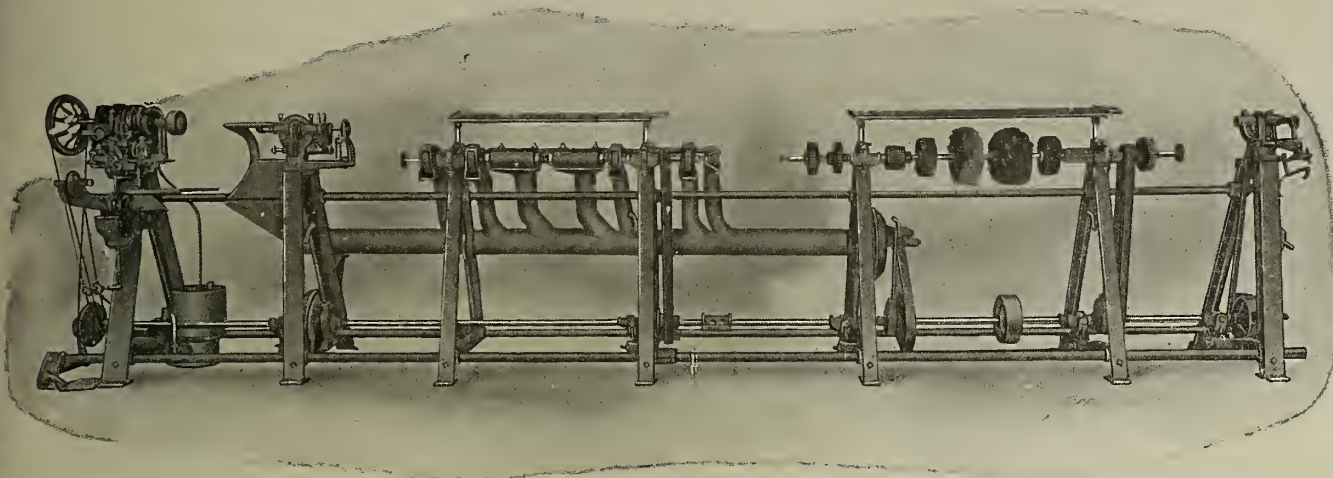
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Send for Samples

We buy all Offal for cash.

Independent Box Toe Co., Montreal

Wood & Baggs, Room 3 Athena Bldg., 163½ Church St., Toronto

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY

OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



No. 59—Last
 Raglan Blucher, Recede Toe,
 Flange Heel, 3-Row-Stitched
 Tip, Blind Eyes to Top, Custom
 Grade—A Winner for Spring.

Our Travelers Are On Their Way to You With
 the Best Line of

“EAGLE” and Frank W. Slater “STRIDER” Shoes

We Have Ever Placed Before the Trade

For Men— Besides our usual range of strong sellers, we are showing for Spring a new medium freak toe with 1 to 1½ in. heels; also a new full-fitting last with decided character. The men’s shoe illustrated speaks for itself. Also two other new Recede Toe lines and one new modified high toe.

For Women— We are placing on the market this season a brand new line of Women’s TURNS *that are unbeatable.* Need we say more than that these Turns will be the equal *in every way* of our Men’s lines?

The line includes Mock Welt and thin edges, button boots with fancy tops, Pumps, Colonials, Gabys, La Valiere and Cleopatra styles, with both leather and wooden heels.

In *Women’s Welts* we are showing a new full-fitting last and four other new lasts that are sure to be very strong sellers, as they are up-to date *in every particular.*

*Be Sure You Do Not Place Your Order
 Until You See ALL Our New Samples*

THE EAGLE SHOE CO.

LIMITED

587 Beaudry Street

MONTREAL

MAKERS OF

“EAGLE” and Frank W. Slater “STRIDER” Shoes



Patent Women’s Turn,
 Cloth Top
 Mock Welt Edge, 16/8 Spool
 Heel, Button—It Will Sell Itself

THE SHOE & LEATHER JOURNAL

The Tale of a Wise Woodman

“Two things he could do. He could sit down, calmly consider the situation, and lay out a plan of action that would likely bring him out of the forest. Then, his energy would enable him to progress in the execution of his plan, and his experience would light his way. Or

(SEE PAGE TWENTY-FIVE)

ACTON PUBLISHING CO. LIMITED
TORONTO **MONTREAL**

**NO DIAMOND
TRADE MARK
NO FAST COLOR**



**NO DIAMOND  TRADE MARK
No Fast Color**

Get this fact firmly fixed in your mind. It may be the means of saving you considerable annoyance and inconvenience; for, if you will insist that the diamond trade mark shall appear on the surface of the eyelets in the shoes you order, you will be entirely free from any complaints regarding "Brassy" eyelets. Fast Color Eyelets are the only kind that cannot wear "Brassy." They enhance the good appearance of shoes more than any other accessory used in their manufacture; and, made as they are, with celluloid tops of solid color, they do not grow old but retain their bright, new appearance long after the shoes are worn out.

The diamond trademark is a sure cure for all eyelet troubles. Only the genuine Fast Color Eyelets have it.

United Shoe Machinery Company
of Canada
MONTREAL, QUE.

122 Adelaide St. W., Toronto 492 St. Valier St., Quebec

You can't afford to be without it



NUGGET

EVERY CUSTOMER WHO DOESN'T GET WHAT HE ASKS FOR WILL GO TO THE OTHER FELLOW NEXT TIME

The Nugget Polish © Limited

9, 11 and 13 Davenport Road

TORONTO



WE will shortly submit to the trade our
Spring range of samples of the

Virginia Shoe

We have added several new lasts, heels and
patterns.

Devoting all our efforts to the making of
women's medium-priced Goodyear welts, our
samples and prices demonstrate the economic
advantage obtained thereby.

We hope you will do us the honor of inspect-
ing our line, and we trust to merit your
business.

Perth Shoe Company, Limited

*Manufacturers of Women's Goodyear Welts
Exclusively.*

PERTH :-:- ONTARIO





Our Spring Styles Invite Your Closest Attention

In a short time our travelers will be calling on you with a splendid range of Spring samples for men and women—the very best we have ever placed before the trade.

All that expert workmanship under skilled supervision can do with the very best of materials of all kinds, has gone into these shoes, and we know that the result will be a flood of orders from appreciative retailers.

**Get Your Placing Order in Early
Don't Forget Our In-Stock Department**

Ames-Holden-McCready

Limited

Montreal St. John Toronto Winnipeg
Calgary Edmonton Vancouver

**The Big
IN-STOCK House**



Getty & Scott, Limited

*Manufacturers of
Misses' and Children's Shoes*

Galt, Ont. August 19th, 1914

To the Shoe Trade of Canada:

Gentlemen:

Our samples for Spring 1915 are now complete and will be in the hands of our traveling representatives in a few days. We feel that we can submit them with greater confidence than ever before as they show in workmanship, style and quality and in that indefinable something we call character and class, a greater step forward than we have ever before been able to accomplish in a single season.

But while from this standpoint we look forward to the future with confidence there is another aspect of the trade situation that is not so satisfactory. At this season of the year it is the custom of shoe manufacturers to place contracts for their leather and supplies to cover the requirements of the spring run. Owing to the outbreak of war in Europe, which came with such suddenness, tanners maintain that it is impossible for them to make contracts covering such a long period. Their claim is that the future is too uncertain. Large quantities of hides, skins and tanning materials are imported and if the present abnormal condition continues, much higher prices will undoubtedly prevail. It has always been the policy of this firm to supply our customers with goods at the lowest possible cost. In the present situation we have been fortunate. We have a considerable stock of sole and upper leather on hand. We also closed some contracts. While our stock lasts our prices will be the same as last season, but later it may be necessary to withdraw same and send out a new list. We trust that this will not be necessary and that an end may speedily come to the unfortunate condition existing at the present time.

This is the situation, as we see it, that confronts the shoe trade today. The immediate future is unsettled and uncertain, but to the more distant future we look with every confidence as from the present struggle the British Empire will emerge with an even greater prestige and influence for good among the Nations than she has hitherto enjoyed and Canada will go on with her work of nation building more resolute, and confident of the future than ever before.

We are,

Yours truly,

GETTY & SCOTT, LIMITED.



Foot Comfort Plus—

- Style, neat appearance and splendid wearing qualities make the Dr. A. REED Cushion Shoe unique.
- The sectional drawing shows the "why" of the foot comfort. Examine it closely. The other cut shows one of our attractive new Spring styles in the Dr. A. REED line.
- Our travelers will soon be with you. Ask them to show you our complete range for Spring.

J. & T. BELL, LIMITED

MONTREAL, CANADA

Makers of High Grade Footwear

and

Sole Makers of the Dr. A. Reed Cushion Shoe

"Pullman Cars for Traveling Feet"

YOUR



USMC



**GUARANTEE
FOR QUALITY**

**UNITED SHOE MACHINERY COMPANY
OF CANADA**

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

SHOES THAT SELL and EXCEL



No. 950. Size 2½ to 7. Width AA to D. Black Satin De Lane Top, Patent Vamp, Light Welt Sole, Button Boot with Leather Kidney Heel, Plaza Last.
Price \$2.75



No. 953. Sizes 2½ to 7. Widths AA to D. Black Cloth Tops, Patent Whole Fox Vamp, Medium Turn Sole, Spanish Heel, Iris Lasts.
Price \$3.00



No. 951. Sizes 2½ to 7. Widths AA to D. Gun Metal with Calf Top, Medium Welt Sole, Kidney Heel, Plaza Last.
Price \$2.75.



No. 952. Size 2½ to 7. Widths AA to D. Black Cloth Whole Quarter, Mat Vici Vamp, Turn Sole, Spanish Heel, Iris Last.
Price, \$2.85.

IN STOCK
for Immediate
Delivery

Full Catalog showing
styles in stock is yours
for the asking.

TERMS:

4 per cent. 10 days

3 per cent. 30 days

Net 60 days

Shipped in plain white cartons



No. 954. Sizes 2½ to 7. Widths AA to D. Black Cloth Top, Patent Vamp, Plain Toe, Light Welt Sole, Spool Heel, Iris Last.
Price, \$2.75.

Moore-Shafer Shoe Mfg. Co.

Brockport, New York, U.S.A.

(30 minutes from Rochester)

L. B. SHAFER—Canadian Salesman



A. CORBEIL
President

Why You Should Order “Leader” Brand Shoes for Spring Selling—

Because our samples for Spring contain not only a number of lasts and styles which have **proven** splendid sellers in the past but also **fifteen** new lasts which are everyone “top-notchers.” In this range there are receding toes, medium toes, modified high toes, London toes and all the other popular toe lasts.

The best of leathers and other raw materials **plus** expert workmanship, **plus** the most careful supervision, has gone into these shoes and you won’t find a “shelf-warmer” in the lot.

Ask our traveller to show you the complete range — You’ll find everything you need therein.



Gun Metal Bal.
Square Medium Recede Toe, 1-inch Heel.

Corbeil Limited

Manufacturers of Welt and McKay Shoes to Retail at \$3.00, \$3.50, \$4.00 and \$5.00. Specialists in Men’s, Boys’, Youths’, and Little Gents’.

MONTREAL

Warehouse and Factory:
63-71½ St. Paul St.

Offices:
71 St. Paul St.

\$4.⁰⁰ Retail Shoes

Is the Proposition To-day

There is a
reason for
the name
"LEADER"

Corbeil Limited has put on the market this season a full and up-to-date range of samples for 1915.

Our "Leader" Brand to be retailed at \$4.00 with five new lasts added to the line will make it the best seller ever produced for this price.

Then why buy American shoes to sell at \$4.00 and which will cost \$2.90, \$3.00 and \$3.15 laid down in your store, when you can buy from us better quality shoes, with equal or better finish, which will cost only \$2.60, \$2.70 and \$2.85?

*Figure this out at your
leisure — Then order
"Leader" \$4.00 shoes*

Corbeil Limited

Manufacturers of Welt and McKay Shoes to Retail at \$3.00, \$3.50, \$4.00 and \$5.00. Specialists in Men's, Boys', Youths' and Little Gents'.

MONTREAL

Offices:
71 St. Paul Street

Warehouses and Factory:
63-71½ St. Paul Street



Gun Metal Bal., Round Full Toe,
Low Heel. Sure to be a Seller.

THE HOUSE OF QUALITY

Our Ultra Stylish Goodyear Welt Shoes for Women are being shown now for Spring. They include all the new creations in Ritz and Castle Pumps, also the Regent Style Button Boots and our Exclusive Plaza Button Gaiter Model.

The
BLACHFORD SHOE
Mfg. Co., Limited

92-94 Sherbourne Street : TORONTO

Distinctive workmanship combined with our invincible values makes the Blachford line beyond all question

Canada's Finest Footwear for Women

To retail at Four to Five Dollars

Inspection Cordially Invited



MR. RETAILER

¶ We are now ready to talk Business with you.

¶ Our salesmen have hit the trail with shoes that will win your approval.

¶ Prices are right and as usual with our product the style and quality is there.

¶ Don't fail to see our Display in the Manufacturers' Building at the National in Toronto.

The Cook-FitzGerald Co., Limited
LONDON

Makers of Fine Shoes for Men

Astoria, Liberty and Tecumseh Brands

Our Mobilization Is Complete!

*A Strong Force of Spring, 1915, Samples
of the Famous "Williams" Shoe
is now ready for your
inspection.*



*"The
Shoe that made
Brampton
Famous"*



THE "Williams" shoe, as heretofore, will take its place in the vanguard of Spring sellers. The incomparable workmanship and high quality materials that have characterized our product in the past will be conspicuous in our Spring lines. Many new lasts have been added to our already attractive range, and the whole comprises as fine a line of saleable patterns as you could possibly wish to see.

Style, comfort, fit and wearability are our strong features.

You should not fail to see the "Williams" line.

WILLIAMS SHOE LIMITED
BRAMPTON, ONTARIO

Three Convincing Reasons —Among Others—Why Kingsbury Shoes Lead



Gaby Pump—Last No. 53.
In Patent, Tan, Gun Metal and Cloth
Combinations.
Sure to be a strong seller.

It is easy to understand the why of Kingsbury superiority when you know that the three lines shown here are simply a fore-taste of what the whole Kingsbury range is going to be.



Shield Sandal—No. 35 Last.
In Patent and Dongola
Very Stylish and Neat.

We are showing more and more varied lines of Kingsbury and America's Beauty shoes than ever before, and this statement means much.

Moreover, every retailer who orders Kingsbury shoes for spring knows that he will receive value plus service plus the goodwill obtained by years of successful manufacturing at a most reasonable price.



Women's Button.
Patent Forepart, Dull Calf Foxing, Brocade
Top, Spool Heel, Small Steel Ornament.

Whether you want plain or strictly fancy lines for particular tastes we can fill the bill. **DON'T LOSE CONFIDENCE. ORDER EARLY** with full appreciation of the coming season's needs.

Kingsbury Footwear Co.

Limited

Specialists in Ladies' Footwear

MONTREAL



"ALBANY"

"LIPTON"

"KONOT"

Best Sellers of the Season

With the advent of Spring 1915 placing season at hand, our salesmen will soon be in their respective territories with Spring samples of the

Monarch, Brandon and Dr. Brandon Shoes

This line turns oftener than any other line on the market. It sells out more clearly than unbranded shoes and our stock department enables you to turn your capital frequently and to supply popular styles in all sizes throughout the season in 21 days. This means the making of many sales which would otherwise be lost to you.

The many new desirable styles we have introduced into our line is an extra inducement for you to handle this line of branded trade-winners. Look out for our salesman with his Spring samples.

The Brandon Shoe Co., Limited

BRANTFORD

CANADA



"REO"

"YALE"

"CLUB"

GENIUS!

If genius is "an infinite capacity for taking pains" then there's plenty of genius embodied in the Monarch, Brandon and Dr. Brandon shoes.

Careful attention to detail, expert shoe-making and a thorough knowledge of the people's requirements account for the sales-making reputation which these famous shoes have made for themselves.

We want you to personally inspect our Spring samples when our salesman calls on you. Only by getting a first hand knowledge of our line, can you fully appreciate their many good qualities.

The Brandon Shoe Co., Limited

BRANTFORD

CANADA



Will the Rubber Season Find You Prepared?

YOUR sorting orders for "Kant Krack,"
"Dainty Mode," "Royal" and "Bull
Dog" rubbers should be in now.

If they are not, go over your stock carefully
and see what styles and sizes you want.

Then let any of the following agents know
your requirements. You'll get prompt and
satisfactory service.

The Independent Rubber Co. Limited

MERRITTON - - - ONT.

Independent Rubber Co. Brands are sold by

| | |
|-------------------------------------|-----------------|
| The Amherst Boot & Shoe Co., Ltd., | Amherst, N.S. |
| The Amherst Central Shoe Co., Ltd., | Regina, Sask. |
| A. W. Ault Co., Limited - - - | Ottawa, Ont. |
| Garside & White - - - | Toronto, Ont. |
| Kilgour, Rimer Co., Limited - | Winnipeg, Man. |
| The J. Leckie Co., Limited - - | Vancouver, B.C. |
| The London Shoe Co., Limited - | London, Ont. |
| McLaren & Dallas - - - | Toronto, Ont. |
| James Robinson, - - - | Montreal, Que. |

This Triple Alliance is a Winner

MURRAY MADE, DERBY AND CLEO
 For Men For Men For Women



ALL three brands are distinguished for their clean-cut styles and extreme refinement in every detail of construction.

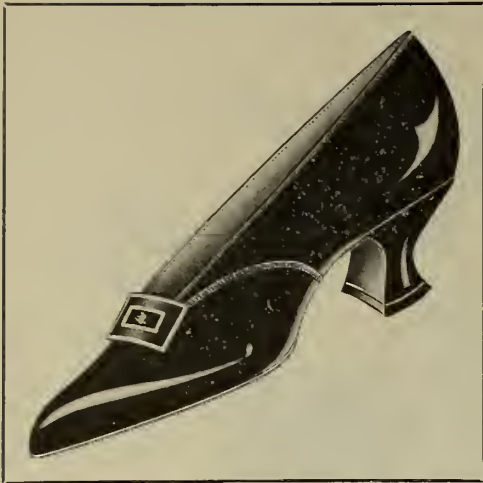
In appearance and finish they satisfy the most critical customer; in fit, the most particular; in service, the most exacting and in price, the most economical.

They are sure business bringers and business keepers; they contain every feature that insures satisfaction and permanent patronage.

For Spring 1915 we have an exceedingly attractive range of new models and you should not fail to see our samples when the "Murray Man" calls.

The Murray Shoe Co., Limited : LONDON
 ONTARIO

Montreal Branch: FRANK J. McKENNA, Sole Agent
 Read Bldg., St. Alexander and Jurors Streets



Another Reminder of the Classy Low-Cuts we are showing for Spring

Our travelers will soon be showing you a particularly comprehensive and attractive range of Colonials, Pumps and Slippers of different styles in various leathers, fabrics and combinations. To see this display is to order. Watch for our representative.

Ask to see our New Cushion Sole Welt for Women. It's a Dandy.

THE McDERMOTT SHOE CO.
Women's Shoe Specialists **MONTREAL**



A Word to the Retailer:

WAIT FOR THE "YAMASKA MAN"

When the "Yamaska Man" calls on you with his spring samples, don't expect to see the latest freak styles or ultra-modish fashions, but be prepared to inspect as fine a line of staples as you have ever seen.

Not that "Yamaska" Brand Shoes are ugly or ill-favored in appearance; they have their full measure of attractiveness; but service and honest workmanship are prime considerations with us, and they count most with your customers.

"Yamaskas" are made in one of the most up-to-date shoe plants in Canada and are backed with an expert shoe-making experience extending over many years.

SEE THE SPRING SAMPLES

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE, QUE.



\$85.00 net spot cash or
\$25.00 cash and \$10.00

Monthly instalments totalling - \$95.00

“Equal to any Power Machine”

The above is an excerpt from a letter we received a short time ago and which bears convincing testimony to the efficiency of the

The Gritzner Hand Soling Sewing Machine

We herewith reproduce this letter which is only one of the many testimonials we are constantly receiving from satisfied users.

Toronto, May 15th, 1914

Equal to any Power Machine

Dear Sirs:—
Re Gritzner Sole Sewing Machine. Having used same for about two months I am perfectly satisfied with Machine and I find it will do the work equal to any power Machine.

Yours truly,
A. Chadwick,
1588½ Danforth Ave., City.

Write for descriptive booklet.

AGENTS FOR CANADA

C. PARSONS & SONS, LIMITED
LEATHER FINDINGS
79 Front St. E., TORONTO



LIGHT WEIGHT RUBBER SOLES

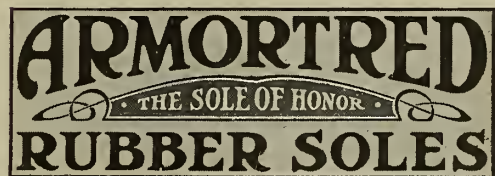
“ARMORTRED” RUBBER SOLES are better wearing and 25% to 50% lighter than other rubber soles.

Retailers, manufacturers and consumers have objected to ordinary rubber soles because they were excessively heavy.

There have been other objections made but this question of weight has been chief.

“ARMORTRED” RUBBER SOLES are light weight, wear and are both flexible and resilient. They do not crack or harden with age.

Sooner or later we must find a substitute for sole leather. We are not producing enough now to supply the demand.



are a desirable substitute and are not only equal to but much superior in many ways. They are waterproof and form an admirable soling for all sorts of shoes.

Ask the Salesmen about “Armortred”
Rubber Soles

The B. & R. RUBBER CO.
North Brookfield, Mass.



FIRST AID FOOT RESTUR

Make Your Customers' Feet Happy

Those of your customers who are cursed with bunions, flat foot and similar foot ailments need no longer suffer.

And you, YOU can be the means of restoring their feet to their natural shape.

How? By selling them

ARCH PROPS AND
SUPPORTS
HEEL CUSHIONS



BUNION SHIELDS
TOE STRATES
FOOT POWDER, Etc.

There's a remedy for practically every foot ailment in our line, and every remedy is the best possible for the achieving of its own particular purpose.

And, remember, we are the only manufacturers in our line who do not sell to drug stores and other price-cutting concerns.

YOUR JOBBER WILL SUPPLY YOU OR DIRECT

THE CANADIAN ARROWSMITH MFG. CO.
LIMITED
NIAGARA FALLS, ONT.

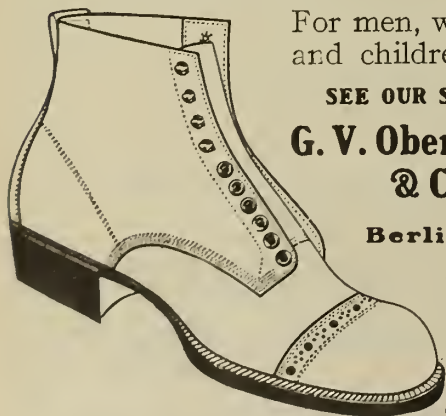


SURGEON'S FOOT BRACE

The "Oberholtzer" is

Solid Leather Throughout

NO inferior materials or faulty workmanship are permitted in the make-up of the "Oberholtzer" Shoe. Your customer gets a hundred cents worth of value for every dollar expended, and shows his gratitude in a way that makes him a very profitable acquisition.



For men, women and children.

SEE OUR SAMPLES

**G. V. Oberholtzer
& Co.**

Berlin,

Ontario

THE **M** SHOE

How About Staples?

Have you a representative assortment for the V. M. range?

For years the V. M. Shoe has been the favorite among Prospectors, Lumbermen and all others who exact hard usage from their footwear.

Built-in goodness and expert shoe-making are accountable for this popularity.

We manufacture a big range—from a 15-inch Prospector down to a low cut.

SEE OUR SAMPLES

Valentine & Martin
WATERLOO, ONT.

Shoe Machinery

For Every Department
FROM
Lasting to Finishing

TRADE



MARK

GOODYEAR
WELT and TURN
SYSTEMS

Consolidated
HAND METHOD
Lasting Machines

MODEL-C
IDEAL CLICKING
MACHINES

RAPID STANDARD
SCREW
MACHINES

DAVEY
HORN PEGGING
MACHINES

Heel Protector, Driving, Heel Compressing, Loading and Attaching Machines, Heel Trimming, Breasting, Scouring, and Finishing Machines, Loose Nailing and Slugging Machines, Cementing, Buffing and Skiving Machines, Gem Insole Machines, Eye-letting Machines, Eyelets, Shanks, Brushes, Etc.

UNITED SHOE MACHINERY CO. OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, Toronto

492 St. Valier Street, Quebec

pairs of boots for the Canadian con-
tingent, the cost of which will exceed
\$10,000.

RUBBER CO. IS AGAINST WAR PRICES

T. H. Nieder, vice-president and gen-
eral manager of the Canadian Conso-
lidated Rubber Co., Limited, in reply to
a question as to the probable trend of
prices in the immediate future, for
manufactured rubber goods, stated:

"While the price of crude rubber has
practically doubled during the last few
days, we have not yet advanced the
price of anything we manufacture, and
we hope that events will shape them-
selves so that we may stick as closely
as possible to our present figures.

"Of course, while the Canadian Con-
solidated Rubber Co. is in business to
make as much money as it legitimately
can, we also feel that we are in exist-
ence to serve the Canadian public to
the best of our ability.

"Generally speaking, we are not in
sympathy with a trading policy where-
by a merchant or manufacturer takes
advantage of an international calamity
in order to line his own pockets. Such
conduct is not only grossly selfish, but
decidedly unpatriotic.

"Many of the articles we produce are
absolute necessities. Take rubber foot-
wear, for instance. All classes of our
citizens are compelled to use this form
of foot protection during the winter
months in Canada, and it would be a
hardship on many poor people if the
price were arbitrarily doubled or ad-
vanced by us because of conditions
that may only be temporary.

"You may rest assured that we are
not seeking and will not seek to lessen
the buying power of the Canadian dol-
lar. We believe in 'service first.' Like
honesty, it is the best policy, but we
believe in it because it is also the
safest policy in the long run—the
safest for us and our customers.

CROWN RESERVE STRIKE.

The management of Crown Reserve
announce a strike of high grade ore in
view of curtailment in operations
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COM PA H

Special
New
small

Canadian Consolidated Rubber Co. LIMITED MONTREAL, P.Q.

28 Branches Throughout Canada

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.; Chicago, 716 People's Gas Building; Quebec Office, 610 Rue St. Valier.

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Vol. XXVII. No. 17

TORONTO, SEPTEMBER 1, 1914

\$1.00 per Year ^{- In -} Advance
Foreign Subscription, \$2.00

The Tale of the Wise Woodman

ONCE a woodman was lost in the centre of a great forest. (Yes, it may have been the Black Forest). He was an old woodman who had been through the forest many times, so his experience was large, and the head on his shoulders was a good one that served him often before, and as well as the feet at the other extremity of his robust body.

He found that he was badly lost. Never had he been so much at sea on solid earth. At first he was scared. He was much distressed. But as he grew calmer he realized that he could not forever stand still in the centre of a forest.

Two things he could do. He could sit down, calmly consider the situation and lay out a plan of action that would likely bring him out of the forest. Then, his energy would enable him to progress in the execution of his plan, and his experience would light his way. Or he could lose his head. That is, he could run around in a circle, or sit around and wait for something to happen, or until someone else became lost and showed him what to do. Being a wise woodman, as aforesaid, he used his head; he planned; he acted; he used his experience. He got out of the woods.

What kind of a forester are you who read these lines? Are you a shoe retailer, a manufacturer or a tanner, standing still in the centre of a dark forest of uncertainty? Or are you thinking, planning, acting? Who would blame you if, at first, we were staggered by the situation which confronted us? No one. Truly, we were lost, badly lost. Maybe we were scared. But have we not had time to sit down and calmly consider the situation?

Two things we can do. We can wait for something to happen, or we can think and plan and act. When one waits for something to happen, the something is never satisfactory. When one plans and executes, results are invariably more pleasing.

Let us be wise woodmen. Confronted by an unusual condition like the present war, let us find a way out. We all realize the impossibilities of the situation. But men of resource and confidence and experience can do more than make the best of the possibilities. They are credited with these qualities because they have displayed them in times past. The exercise of them now will lead us all out of the woods in due time.

Making Shoes Waterproof

To make shoes waterproof is a subject which has engaged the attention of many men during the past hundred years, or probably as long as shoes have been worn. Should some process or some product be discovered which would effectively do this, it would not only be a great boon to humanity, but it would no doubt make the discoverer wealthy. An authority writing on this subject, says that there is no substance that will make boots or shoes absolutely waterproof. That is, for any length of time. As a rule, most waterproofing compounds contain animal fats, mineral oils, rosin, wax and solutions of India rubber. The writer has tried the following two and find they are very satisfactory.

One-half pound of mutton tallow.

Four ounces of beeswax.

Two ounces of rosin.

Melt all together, and apply hot with a small brush, rubbing it in well with the hands, particularly around soles and seams.

Rubber Solution.—Melt together four ounces of neat's-foot oil, four ounces of beeswax and two ounces of India

rubber until thoroughly blended. Warm the leather, and apply hot.

Live Firm Still Branching Out

Coming from "Old Scotia" some four years ago J. & G. Clark commenced a boot and shoemakers' business at 240 North Water street, Galt. From the very beginning they made it a part and portion of their business to execute only the finest of workmanship on the footwear of the Galt public. Fellow townsmen were early to appreciate this and as a natural result the firm was forced to open another branch at 4 Concession street. Success follows success, and as a result of continued and well merited patronage it soon became manifestly evident that a third branch would have to be opened to cope with the ever-increasing trade, and a third branch will be opened under the title of "The New Royal" shoe store at 184 Main street. Here Messrs. Clark will carry a complete stock of trunks, valises and high class boots and shoes. Mr. Clark, senior partner of the firm, boasts the proud record of having made boots for the British army and navy for ten years.



The Dealer's Dilemma

(With apologies to Hamlet)

To buy or not to buy; there's the perplexing problem;
Whether 'tis fatter for the pocket to endure
The freaks and fads of most outrageous styles,
And, by opposing, end them. To stock no more,
And, by this doubtful step, to say we stop

The headache and the many natural shocks
The foot is heir to; 'tis a commercial consummation
Devoutly to be wished. To know just what will sell,
To order, perchance to overbuy—ay, there's the rub;
For, in the midst of a heavy stock, what drafts may come
When we have still many of last season's styles upon our
shelves!

European War Creates Advance in Prices of Leathers

All Foreign Skins and Hides Shut Off—Tanning Chemicals and Extracts have Jumped Enormously in Quotations—Shoes Will Increase in Price to Meet Unforeseen Conditions—How Leading Tanners View the Outlook.

That the price of shoes will be increased from five to fifteen per cent. on account of the great scarcity of raw materials and higher leather prices brought about, to a large extent by the war condition of Europe, is the universal opinion of Canadian manufacturers and tanners.

It is felt that only by this means can the present tightness of the leather market be relieved, not alone in Canada, but in the United States as well.

There is no doubt but that manufacturers and tanners are facing a crisis of more or less importance, and, although some are inclined to be panicky, the general tone in the leather market, during the last few days has become a little more optimistic. Having survived their first shock, the leather men are now figuring out ways and means of supplying customers with as little interruption as possible.

However, much uncertainty is evidenced as to what the future will bring. Canadian tanners dependent on South American and European hides and skins, will, of course, have to be guided by conditions, and at present some claim they have enough stock on hand to keep running for some time. By the time this is exhausted, it is hoped that shipments may be resumed. All agree in the fact that no one knows what to expect, and the course of the war with its influences on imports and exports will be a large determining factor.

Salesmen Starting Out Late

Salesmen are starting out with spring samples much later than usual this year, and although a few of them are on the road now, the great majority will not go out before September 15th and many will hold off till October 1st. The reason for this is the uncertain feeling prevailing, and they are holding back, awaiting developments.

Shoe manufacturers have been more inclined to buy leather in anticipation of future advances, which tanners consider inevitable. Tanners, however, are not disposed to enter into contracts very far in advance of their output, not knowing what price they may have to pay for raw materials later on. Some firms, after carefully going over their available supplies of hides and tanning materials, have figured out they can continue with present supplies for a certain time and are willing to sell their output up to that period, but not beyond. In so doing they stipulate, however, that buyers must take the stock off their hands and take all they contract for at the price agreed upon—that is, the tanner does not want to carry the stock for them as in the past.

How Prices Have Soared

Naturally, prices in nearly all lines have soared. Some leathers can hardly be bought at any figure. One line which manufacturers are finding particular difficulty in securing is calf. Sole leather started out with an increase of 1 cent a pound, and some tanners jumped it up another cent a few days ago. Side leathers have taken a 2 cent per foot rise since the beginning of the war, and all the producers state that further advances all along the line can be looked for. In certain quarters, light domestic calfs can be purchased. It is next to impossible to secure heavy kids, but there is a certain supply of the lighter grades available.

The reason ascribed for the scarcity of leathers is, of course, the war. Although all tanners expected a shortage

this fall, even when they were not counting on the war, none, however, expected that conditions would assume the aspect which has been taken by the leather market the last few weeks.

Lack of Chemicals Handicaps

What is regarded by many as the most serious end of their troubles is the lack of chemicals used in the tanning of leather. Several tanners state that enormous prices are being asked for materials which practically come from the countries at present involved in the conflict. A strong advance of prices has been made in glycerine. England has stopped the export of chrome potash. Aniline dyes are almost impossible to procure, as is red arsenic, the whole supply of which comes from Austria. Chrome alum, which comes from Germany and Switzerland cannot be bought. Orders for these materials, which had been placed by Canadians were cancelled by the manufacturers, and the tanner is now, speaking figuratively, "up a tree." Leather buyers who are not close students of the domestic or foreign markets cannot, or will not believe that prices are as strong as they are. Tanners are victims of circumstances, as it were, and are compelled to pay about what is asked for raw materials, no matter how carefully they pick and choose.

The Worries of the Trade

A well known Montreal tanner, commenting on the situation said, "The leather market is certainly in a serious condition, and we hardly know where we are at these days. Our head buying man has just returned from the Boston market, where he reports prices are very firm. As far as we are concerned, we cannot see where it is all going to end, but are in hopes that a quick settlement of affairs will be effected in Europe. Our chief worry is in securing materials which we employ in tanning, that is glycerine, dyestuffs, etc., a very limited supply of which is held in this country and across the line. I must say, that if things do not improve soon, we shall have to close our tannery, or go back to the old fashion bark tanning methods, which are not at all satisfactory."

Another tanner remarked, "Many manufacturers consider the opinions and statements of the tanner the last few days as grossly exaggerating conditions, but there certainly is a serious state of affairs existing in the tanning world brought about largely by the war. Soles and sides have gone up 2 and 3 cents per pound or foot, and I believe that they will continue to advance. Raw materials, I find impossible to get without paying fabulous prices, and even if one is willing to pay the piper, there is a very limited supply of tanners' chemicals in the country. When these are gone, what are we going to do. This is the most serious end of the question which many leather buyers have not taken into consideration at all. The insurance risks have also gone up 10% or 15% on all the goods being imported. There is bound to be an increase in shoe prices in the very near future, as neither the tanner nor manufacturer can stand all the extra cost of making shoes under present conditions.

Buying for Present Needs Only

A canvas of the different Canadian shoe manufacturers, shows that most of them, while buying leather, are not going in for it very heavily, and are looking after present needs only, although some factories with an eye for the future, are loading up strongly.

Several leather shipments for Canadian firms have been seized by the French government for their own use among

them being an order of 30,000 skins bought and paid for by C. Galibert & Son, Montreal, and \$35,000 worth of skins belonging to the Collis Leather Co. of Aurora, Ont.

The Tetrault Shoe Manufacturing Co. of Montreal, have sent out the following letter to the trade:—"We are sending out samples at prices quoted, but will not be able to accept orders at these prices owing to the war. All kinds of leather have advanced in price, calf skins particularly. As calf skins come from France, Russia, Germany and Austria, whose ports are closed for the present, it would not be surprising to hear that there are none to be had at any price. C. Galibert & Son has 30,000 skins bought and paid for in France, and they received word that the French government has seized them for their own use. In addition to the advance in skins of all kinds, prices of everything pertaining to a shoe such as linings, thread, sheep skins and findings have taken a jump upwards. We are awaiting answers from the tanneries, and will be better able to write you regarding prices in a few days."

Only While Stocks Hold Out

Getty & Scott, Ltd., of Galt, in a letter to the shoe trade, say, in part:—"At this season of the year it is the custom of shoe manufacturers to place contracts for their leather and supplies, to cover the requirements of the spring run. Owing to the outbreak in Europe, which came with such suddenness, tanners maintain that it is impossible for them to make contracts covering such a long period. Their claim is that the future is too uncertain. Large quantities of hides, skins and tanning materials are imported and if the present abnormal conditions continue, much higher prices will undoubtedly prevail. It has always been the policy of this firm to supply their customers with goods at the lowest possible cost. In the present situation we have been fortunate. We have a considerable stock of sole and upper leather on hand. We also closed some contracts. While our stocks last our prices will be the same as last season, but later, it may be necessary to withdraw some and send out a new list. We trust that this will not be necessary and that the end may speedily come to the unfortunate conditions existing at the present time.

"This is the situation as we see it, which confronts the shoe trade to-day. The immediate future is unsettled and uncertain, but to the more distant future, we look with every confidence as from the present struggle, the British Empire will emerge with an even greater prestige and influence for good among the nations than she has hitherto enjoyed."

One Maker Says Dollar a Pair

Another letter that has caused much comment, and shows that the American shoe trade, as well as the Canadian, is feeling the strain, is that of Henry B. Endicott, president of the Endicott-Johnson Co., one of the largest shoe manufacturers in New England, addressed to the company's road salesmen, numbering more than 100. He outlines the policy to be adopted in the cancellation of orders and acceptance of new business, making the prediction that when the first effects of the European war have passed away the South will enter upon the greatest era of expansion it has ever known. Mr. Endicott also says that the increasing scarcity of hides will inevitably cause an advance in boot and shoe prices—possibly as much as a dollar per pair. This letter shows that the future of the shoe trade not alone in the south, but everywhere, should soon see better days.

We extract from his letter the following:

"I am in receipt of letters and telegrams from all over the country asking me what effect this tremendous upheaval will have upon the shoe and leather industry.

"Endicott, Johnson & Co. have been taxed to the utmost to supply the demands for shoes for the last three

years, but the shoe business of this country during that period has not been even normal. Notwithstanding this, there haven't been hides enough to supply the demand, therefore, hides have steadily and slowly increased in price.

Shipments of Foreign Hides Stopped

"This country takes hides from every market in the world. Probably the largest receipts of calfskins and fine kip skins are from Russia, Austria and the Balkan countries. Sixty per cent. of all the raw material used by the shoe and leather business comes from the countries where shipments will be stopped on account of the war. Consider what the effect will be upon an article of which there hasn't been enough to supply the demand from which more than half the supply is now arbitrarily taken away. No man can tell at what high price raw material will go to. We can get South American hides direct, but as we have already been having the big majority of the South American hides through London, and as the herds in South America are very badly depleted, this won't help to any extent. It is argued that a good many enterprises in this country will suffer and there will be more unemployed. I am willing to grant that some enterprises will suffer and for the time being possibly there will be more unemployed, but while some enterprises will suffer, others will demand more labor.

Big Cotton Demand Coming

"Some of our southern correspondents ask us to hold up on their orders on account of the condition of cotton. Foreign demand for cotton is non-existent at present, but in my judgment in a short time it will be in bigger demand than any other staple. The navies of England and France will open the sea to merchant vessels. It is foolish to say that we haven't transportation facilities. When did the opportunity ever offer for business that the American people didn't finally find a way to do it? What are all the idle merchant vessels of England going to do? They are going to sail to America just as soon as it is evident that the German fleet is to be kept near home, where it undoubtedly will be kept. The very men in the south who are to-day feeling so early the effects of the war will have a bigger expansion inside a few months than the South has ever seen.

Will Gladly Cancel Orders

"This is the gospel to preach to our customers. 'Endicott, Johnson & Co. not only do not wish to add to your burdens, but they want to be of service to you. Any man that says to you he is sorry that he has ordered goods, that it looks as though business would be dull, etc., and he would like to have us hold up on his orders for the present, say to him, 'We won't hold up on your order, but we will cancel your order, and when these conditions change, as they surely will, we will be glad to furnish you our shoes at the lowest market prices, values considered.'"

"We don't want a man to take a dollar's worth of our shoes if he doesn't wish to.

"If there is any man in the North, South or West that feels at all nervous or apprehensive, we gladly offer to cancel his orders, but under no conditions do we allow him to hold up his orders and await developments. On the other hand, while we are cancelling orders, we have many customers who are trying to take advantage of the fact that shoes are bound to be higher and place larger orders with us than ever before. Any signs of speculations which we see are immediately discouraged and stopped. We only accept future orders by leaving the prices open, prices to be determined at the time of shipment.

One Result: Higher Prices

"There can be only one result in the shoe business, and that is higher prices, and this doesn't mean five or ten

(Continued on page 37)

New Features of a High Class Western Shoe House

High Grade Footwear Dealt in Exclusively—Lettergrams and Express Used for Sorting—Splendid Stock Keeping and Sales Record—Several Hundred Dollars Spent Yearly for Electric Illuminations

The Ed. Stark Shoe Company, Limited, is one of the live shoe firms in Vancouver, and has installed several systems that should prove of great help in the management of any business. The company's store is located at 623 Hastings street west, and the accompanying illustration affords some idea of its attractiveness and splendid equipment. Edward Stark, superintendent and managing director of the company, started business for himself in 1900 in Sault Ste. Marie, Ont., featuring Twentieth Century Clothing, the Slater shoe and high grade men's furnishings. He did a successful trade there for four years and in 1904, opened an exclusive shoe emporium in Vancouver, where he has now been for ten years, in the footwear business. His store is 25 feet wide by 132 deep. The women's shoes are on the one side and men's on the other, and the children's and boys' department at the rear. The chairs run back to back, starting 12 feet from the door and extending about 85 feet down the centre. The company deals exclusively in high grade footwear—prices ranging from \$5.00 to \$16.00 for men's and women's, nearly all the leading Canadian and American manufacturers being represented on the shelves.

Two clearing sales of ten days' duration are held twice a year on February 15th and August 15th. The prices are cut on short and undesirable lines only. The store finds

that by not running sales continuously people respond liberally and a lot of regular ranges is disposed of at regular prices.

In buying the firm does not place heavily, but sorts often, making good use of lettergrams and express. The house possesses a good stock system, which readily shows where it is at as to lines and sizes. The store never breaks a price and is seldom asked to do so. The company does practically a cash business, conducting a repair department. It is found to be a great convenience, and practically pays its own way.

A record of the sales in different departments, and also a record of each salesman's sales is kept. These records show that the staff wait upon more women than men, but the volume of sales is about equal, as very few men's shoes are sold as low as \$5.00.

The Edward Stark Shoe Company turns over its stock on an average three and a third times yearly. Six thousand a year rent is paid for the store, which is situated in the very heart of the Pacific Coast City. The Edward Stark Shoe Co. also spends about \$700 a year in electrical illumination, believing that it is a good investment. The store has its own delivery for general parcels and a messenger service when unusually quick deliveries are needed.



INTERIOR VIEW OF EDWARD STARK SHOE COMPANY'S STORE, HASTINGS STREET WEST, VANCOUVER, B.C.

How Shoemen Can Make Effective Use of the Mail

An Introductory Letter to the Trade and Another to Inactive Customers—Value of Good Mailing List and Regular Follow-up System—Many Direct Returns Traced to Live Literature—Some Timely Suggestions.

Do you make use of the mails to extend your business, to secure new customers and to advertise new styles that you have on your shelves. If you do not tell the people something about your store, your goods, and your service, how do you expect these facts to become known.

All progressive retailers believe in some form of publicity. Certain shoemen regard newspaper advertising as productive of the best results. Others pin their faith to the premium plan or distribution of souvenirs, while others place confidence in leaflets and booklets, nicely worded and suitably illustrated. Some dealers rely exclusively on window displays of a superior character, and an inviting and imposing front, and other merchants declare that they give the value in the goods and do not require any other form of advertising, remarking that a satisfied customer is the most profitable form of publicity. All these methods and means are, no doubt, beneficial, but no one system should or can be adopted to the exclusion of all others.

Sending Missives by Post

There is still another way of keeping closely in touch with customers, both present and prospective, and that is by the way of personally addressed letters, either typewritten or printed, sent out direct to a well selected mailing list. Much has been said in the *SHOE AND LEATHER JOURNAL* on the advantage of having an up-to-date mailing list, how it can be secured and the manner in which it should be revised frequently. There is no avail in having a string of names antiquated or inaccurate. Initials must be correct, the spelling right and the street addresses reliable in every instance. Such a list may be secured by keeping the name and street address of each caller, by reference to the telephone book, city directory, or assessment rolls. All such names should be classified and revised at least every three months.

Make Test of Your List

In a recent article on the value of a good mailing list, an exchange advises retailers to send out matter occasionally with a two cent stamp, in order to verify the accuracy of their mailing list. Numerous dealers keep the name of every person who buys shoes, which record also includes the date of sale, the size and kind of shoe purchased, price, etc. This tabulation may be conveniently kept by means of a card index system, which can be installed at very small cost. True, it takes a little time to have this worth while data, but anything that serves as a convenience or an asset generally entails on the part of the possessor some expenditure of time, talent and money.

A mailing list that is exact and of respectable proportions is worth a great deal to any alert shoeman. Some merchants have form letters which they send out at certain periods of the year to all the persons on their mailing list. One form letter goes to prospects, another follows up dissatisfied customers, a third is despatched to people who have not made purchases for some little time, etc. Besides this there is a general follow up epistle which drives home certain truths, regarding the stock and service of the dealer.

A Sample Set of Letters

Subjoined are samples of some of these letters, which may be varied according to the taste or requirement of each shoecist, but they will serve as a guide to any business man who seeks to make effective use of the postal facilities to widen his trade and to create a busy centre of his store.

We are indebted to the J. & K. Shoe News of Cincinnati for the majority of the following form letters:—

To Prospects, Men or Women

Busytown, Aug. 20th, 1914.

Dear Madam:—

This fall we expect you to make your first purchase at our store.

We expect you to because it will be to your distinct advantage to do so. Your money will go a little farther here than elsewhere, and besides you will find our personal service absolutely unequalled.

We take an interest in your feet and are never satisfied until you are fully satisfied.

As to stock, in selecting the styles we would carry for the benefit of our trade here in Busytown and vicinity, we have had the choice of many factories in this country, and the styles we finally selected are, you may be sure, the smartest to be found. Everything that is new is here; everything that is here is new.

Drop in for an early look—we are expecting you.

Yours very truly,

PROGRESS & Co.

To the Possibly Dissatisfied

Busytown, Aug. 23rd, 1914.

Dear Madam:—

We have not had the pleasure of seeing you in our store for some time, and take the liberty of inquiring if the last pair of shoes that you bought here did not give satisfaction. Perhaps they did not fit properly or were not easy and comfortable; or they may have been faulty in regard to the service or manner of delivery.

If you have been neglected in any way will you be kind enough to inform us and afford us an opportunity to clear up or satisfactorily explain any misunderstanding or unintentional oversight on our part.

We assure you that we have always appreciated your trade and would like to know the real reason of your absence for so long a time. We gladly welcome frank criticism of our store and goods, and hope to merit a continuance of your esteemed custom.

We have just received our new fall lines and they are neater and smarter than ever. We have some special values which we would like to show you. We feel sure that you will be pleased with the styles, never so snappy and attractive as this season.

Permit us to thank you for the past patronage and to express the hope that we may be favored with a visit from you in the near future.

Very sincerely yours,

PROGRESS & Co.

To Inactive Customers

Busytown, Aug. 25, 1914.

Dear Madam:—

While it is some time since you gave us the pleasure of serving you, we feel sure you will be interested in knowing that our lines of fall boots have just arrived.

This year witnessed the inauguration of an improved personal service on our part. We want every woman who comes to our store to feel that the

entire establishment is equipped and intended for her individual satisfaction.

Our styles have been selected from hundreds of samples submitted, and this includes several lasts which we believe are just the thing for you.

Won't you come in and see these new styles? Try on a pair of the "Stellar" boots and note the difference "in comfort, style and fit." How soon may we have the pleasure of a call?

Yours very truly,
PROGRESS & Co.

A Follow-Up Epistle

Busytown, Sept. 1st, 1914.

Dear Sir,—

How about a pair of shoes that will wear—good, strong, sturdy shoes—shoes that are made of materials

that guarantee you plenty of service and satisfaction?

That's the kind of shoes we have—the greatest values in men's work boots that we have ever seen. The prices are \$2.50, \$3.00 and \$3.25 per pair. Lots of men in Busytown are wearing Progress' good stalwart work boots six days a week, and they will tell you that the values surpass any they have ever known.

You cannot do better than follow their example and if you wish to get one hundred cents' worth of value out of every dollar you spend for shoes, you can at least drop in for a look. You will not be urged to buy.

Yours very truly,
PROGRESS & Co.

How to Keep a Stock Entry Book. It's Value to You

Written Specially for the "Shoe and Leather Journal" by A. L. WRIGHT, Smith's Falls, Ont.

In preparing the following article the writer has for his object, not so much the laying down of certain rules as a guide to the putting in of the original stock, but the grouping and explanation of those which will be of the greatest importance in the proper sorting of the stock from week to week. The rules will readily and easily keep the dealer posted regarding what lines are proving ready sellers, as well as those that are sticking and require immediate attention to insure their moving.

As every progressive retailer has found through experience, it is on the smallest stock that he can reasonably get along with and supply his trade without losing sales that the most money is made, that the "bills payable" are lightest, that the worries are least, and the stock is kept freshest!

To the man about to start in the shoe business and contemplating the purchase of a stock I have this bit of advice to offer. Find some man who has an established shoe business and a complete stock "for sale." There are lots of such opportunities offered to-day, sometimes because the present owner has done well enough and is getting old, or a son out west desires the father to come out to him. Such a proposition has many points of value over the purchase of a stock direct from the wholesalers and the chances for success are more than doubled because of the already established trade and good will which has taken years to build up; also the invariably better quality of footwear found in

such a stock, in most cases bought from the factories, lines which experience has taught the present owners are what the people in his town or vicinity demand and you can look your customer squarely in the face when selling. This is something an honest man cannot do when handling some of the shoddy stuff offered by certain wholesalers to-day.

So, all things considered, especially when a stock of good honest shoes, together with an already established trade, can be purchased, usually at a rate on the dollar of original cost, it goes without saying the man with small capital would be far better off to invest his money in a shoe stock as above.

The next step in getting a stock in proper running shape is to open a Stock Entry Book, something that few shoe dealers ever bother with. They are, consequently, as a rule, at sea regarding the standing or condition of any certain line when called on to know off hand if they are out of or require, say, a women's pebble blucher to sell at \$1.75, or a boys' box kip to sell at \$2.00.

The "Stock Entry" book is a compass from which a business can be guided along the path to success, and yet does not need to be either elaborate or complicated. It should be opened with the original purchase of stock not entered as a lump sum, but the name of each line of shoes heading a separate page with an index at back for ready reference similar to the following:—

(1) Messrs. Lau Cref. Bluch. S.S. Stock no (545)

| Date | Cost | Sell | Part | Aug. | Sold | Pairs |
|--------------------------|------|------|--|------|--|-------|
| Aug 1 st 1914 | 2.80 | 4.00 | from Messrs. Blank & Co. | 20 | 7 th 1/7 1/8 1/8 ^c | 3 |
| | | | St. Valerian. Que. | | 8 1/5 ^c | 1 |
| | | | 7/5 ^c 7/6 7/6 2/7 2/7 1/8 1/8 ^c 4/9 4/9 ^c | | 11 th 1/6 1/8 | 2 |
| | | | | | 13 1/6 ^c 1/6 ^c 1/9 | 3 |
| | | | | | 14 th 1/8 ^c | 1 |
| | | | | | 15 th 1/10 | 1 |
| | | | | 20 | | |
| | | | | 11 | Weekly-Balance | 11 |
| " 15 th | 2.75 | 4.00 | from Messrs. John Ritchie Co. | 9 | | |
| | | | Quebec Que. | 15 | | |
| | | | 1/5 2/6 2/6 2/7 3/8 2/8 1/9 1/10 1/10 | 24 | | |

The dealer can understand that when counter check books are used the sales slip is filled in as follows, 545 Men's Tan Bluch. 1/7, \$4.00. The duplicate sales slips are kept on file and at the close of each day's business or next morning the entries are made in the stock book. This book if kept running according to the above outline will at all times show the dealer at a glance the standing of any line in the stock, and is of greatest value when placing orders. Simplicity should be the keynote of the arrangement of the stock.

What a Little System Will Do

It is wonderful to note how the application of a little system in the stock arrangement simplifies the whole appearance of it, makes possible quick handling and saves having to hunt and search the whole section over every time a pair of shoes is called for. The most simple and effective arrangement of stock the writer has come in touch with is that which classifies the different leathers and patterns (lace or button) beginning with the tans first, button lines always preceding lace, bals always before bluchers, beginning with the best \$6.00 tan calf button, then the \$5.00 tan button, then the \$4.00 tan button, and following that, the tan calf bal at \$5.00, and then the \$4.00 tan calf bal, followed by the \$6.00 tan calf blucher, the \$5.00 tan blucher, the \$4.00 tan blucher and right on down to the lowest price tan in the stock

Next follows the "patent" range, button, bal, and blucher, and like rotation from the best to the cheapest, followed by the gun metal range laid out in same arrangement, then the box calf, box kip, Dongolas, grains and splits.

Make a solemn resolution never to buy at haphazard because of friendship for a certain traveler. Break away from the customary placing of large orders ahead.

Remember, sorting your stock continually will keep it in splendid shape, will bring you in far smaller drafts, will give you far less if any surplus, or dead to stock to worry over and sell at a loss. Never go to a sample room without your "business compass," the Stock Entry Book. It is your sure guide. Never say three pairs of eights, when two will suffice, and now comes one of the chief values of the Stock Entry Book. It "prevents duplicating."

First Stop and Consider

How many dealers when in a sample room see a line at an attractive price and feel that it would make a "winner" for them to sell at a certain figure. So it would, and perhaps has a lot more snap and style than the line you have already in stock, but do you really need it? Most dealers would say yes, particularly as the line in stock is about two-thirds gone. Very well, look it up in the Stock Entry Book. Surprised eh, to find that of 20 pairs bought on April 15th, there are 16 pairs still in stock. So there is where your "business guide and compass" protects you and guards you from putting in duplicate lines.

Keep an Eye on "the Stickers"

Another important feature and one that will pay long dividends is the careful watching of the stock for "stickers," or, in other words, those lines which for some reason, perhaps too high price, badly bought, or not suited to your location, are not selling.

The time to cut these or adopt some plan to specially push them is at the first, while still in season. Keep hunting them out, getting them forward with special price tickets on them. It will surprise you to find how they will almost move themselves.

Do not be afraid to show lots of goods outside the store, particularly if catering to a country trade. Goods thus displayed will sell three times as quickly as hidden away in cartons on the shelf. Get familiar with the great value of a record like the stock entry book, and remember that system means simplicity and labor saved.

Team Work Tells in Shoe Store

"Selling shoes, to my mind," said a shoe merchant recently, "is altogether a matter of fitting. If I could always be sure of having a full assortment of widths I would have little trouble in selling shoes. Every clerk probably runs up against this same difficulty. Under these conditions, it's necessary to do some juggling and to give the customer the best fitting possible under the circumstances. This makes it hard sometimes to effect a sale. I make it a rule, however, never to tell the customer the size or the width I am putting on him or her unless I'm obliged to do so. Where ignorance is bliss, it's folly, in my opinion, to put them wise. It's up to the clerk to size up his customer and exercise his judgment as to the methods necessary in making a sale. Patience and perseverance are a big asset for any shoe clerk.

"Team work is necessary in a retail shoe store. If I, for instance, find I can't make the sale to a certain customer I turn him over to another clerk or to a member of the firm, rather than let him go out of the store. I know my limitations in that line and I don't hesitate to quit when I've gone to my limit.

"One evening recently I made three changes in this way, and in each instance the other clerks made the sale. They were jollyng me on this when one of the proprietors heard them. He gave them quite a call down, saying that the credit of these sales really belonged to me because I'd kept the customers in the store instead of letting them go elsewhere.

"One day I turned a very fussy lady over to the proprietor. He sold her a pair of shoes in a few minutes. He told me afterward that I could have made the sale as well as he. I replied perhaps I could and perhaps I couldn't. What was easy for him might be hard for me. My point was to make the sale, whether or not I got the credit for it.

"If clerks would do this generally I think it would be a good thing for the concern by whom they are employed. I don't think a clerk should be pig-headed on such matters. He'd be of more value to his employer by acknowledging his limitations and asking for assistance than by trying to work the sale single handed and thereby take the chance of losing a customer. I don't like to see a person go out of a store without buying. I don't intend that he shall, even if I'm obliged to call on every man in the store to help me make the sale."

Take Time to Fit Properly

A retail shoe salesman says: "Nine times out of ten the first shoe I put on a customer's foot will be the most satisfactory. I may try two or three others before the sale is made, but as a rule it is the first pair the customer takes."

Another shoe dealer made the remark that "any member of his sales force who had to reach for a fourth pair in fitting a customer was well laughed at by the rest of the staff."

In both cases the measuring stick is properly used as a starting point, and it pays to start right in selling shoes. It pays to take time to get exact measurements of size and width of a customer's foot and to get fixed in mind any of its peculiarities before making a dash for the shelves. The patience of the customer as well as his confidence rapidly oozes away when the salesman makes a series of failures in try-ons. The mistaken attempts at fitting take time, which is worth money anywhere in the world, and they muss up the store, clog the ledge (if you have one—some stores do not) and in every way are a handicap to the fast work needed in modern shoe selling.

All Canadian Firms Have Spring Samples Completed

The Subject of Special Interest Just Now is Prices—Retailers Would be Well Advised to Place Orders at Once—Some of the Attractive Offerings of the Trade—Many Improvements in Lines for Juveniles

The one theme of special interest, apart from the question as to what lines will sell, is the price at which footwear will be sold, during the coming road season. The war, coming unexpectedly, as it did, left everyone unprepared, and the manufacturer and retailer, it is felt, will both be forced to raise their prices almost immediately, in order to profitably engage in their line of business. The wholesale price tension is not lessening, but by the war, has been brought to a head, and further advances are both probable and possible within the very near future.

Do not blame the manufacturer. He is now facing a situation which he cannot overcome. He did not create the present state of affairs, but the matter has reached such an acute stage, that in order to protect himself so as he will not be forced to shut down, the producer must consider an increase on his goods. The retailer must make a proportionate advance in his selling price, or his balance will certainly be on the wrong side of the ledger.

In recent issues of the SHOE AND LEATHER JOURNAL we have presented a general outline of the leading style features of Canadian shoe manufacturers for spring and summer.

What's Doing in Children's Lines

However, no great mention was made of the styles in children's footwear. Time was, not very long ago, when



WOMAN'S PATENT COLONIAL, WITH INLAY OF WHITE KID IN QUARTERS AND TONGUE, SPOOL HEEL—BY LA PARISIENNE SHOE CO.

there was really no such a thing as style in juvenile footwear. But go into the sample room to-day, of a manufacturer of children's goods, and you will see as large a variety of samples ranged around as you will in a factory where the adult trade only is catered to.

As is the case with the samples of the grown-ups, no radical style changes are seen this season in children's footwear, but rather finer finish and workmanship than ever, and new lasts or rather a little larger variety than in 1913, are noticeable features of showings.

The nature shaped shoe is coming along strongly, and most Canadian manufacturers of children's footwear are putting in several new lasts along these lines. This model has proved a decided success in the girls' lines, and it is noticeable in the 1915 sample showings, that many lasts for boys, youths, and little gents are built along natural lines, carrying the square toe, some to a more marked degree than others. New lasts are also being shown in boys' shoes, carrying the medium toe such as arc seen in the men's lines. Heels in children's shoes are about the same as during the previous season. Some manufacturers are showing samples in the straight rubber soled and heeled shoe, but it is not

likely that they will prove any more popular during the coming summer season, than they did during the one just passed. A distinguishing feature for 1915 is the large call that manu-



WOMAN'S PATENT COLONIAL, CIRCULAR VAMP, BLACK CLOTH QUARTERS, CONCAVE HEEL—BY AMES-HOLDEN-McCREADY J

facturers expect for patents in children's footgear, and many such samples are being shown by the travelers who are already on the road, particularly in ankle strap, patent pumps, welts and heavy turned soles.

White buck, white kid and canvas will undoubtedly prove big sellers, and a strong demand can be expected for them. Many such samples are seen, containing some very pretty effects. Another feature of more or less interest is the two colored leathers being shown by certain factories, that is to say, a black shoe carrying a tan upper. The colors are not confined only to black and tan, many other hues such as red or chocolate being used to work out the combination. While this type of shoe, some samples of which are shown in men's and women's footwear, is not likely to prove very strong with the adult trade, there is no reason why many of them should not be worn among the children, who can wear this style of boot without it appearing too extreme, as it does when worn by adults. There will be a large call again for the light leathers, and the colored shoe, shown in practically all the better known colors, is, likely to have the same popular demand as ever with black, white, and chocolate dongola the favorites. A considerable demand has been evidenced this last season for cravenette and vesting tops in children's lines. Owing to the neat



GROWING GIRL'S NATURE LAST, WELT, LOW HEEL, MEDIUM TOE, BROCADE CLOTH TOP—BY MACFARLANE SHOE CO.

appearance a shoe of this kind makes, and again to the probable scarcity of leather, more of these than ever are being shown, and with an increase in the prices of this com-

modity, which is most likely, it can be seen that cloth tops are bound to have a liberal call next summer.

Cloth Tops Popular in All Lines

In fact, the cloth upper is certain of having a very large call in all lines during the 1915 season. Manufacturers are doing all in their power to interest the public in this shoe. They are advertising it extensively. Men, women and children can wear it, can get more for their money, and very often know that this shoe looks a whole lot better on them, than an all leather shoe does.

Fabrics will also be extensively worn in women's shoes this season. Not very many samples are seen in whipcords,



WOMAN'S PATENT BUTTON, MATT CALF TOP, MODIFIED FRENCH TOE, CONCAVE HEEL—BY MINISTER MYLES SHOE CO.

which were quite popular a year or so ago. Rather, this cloth has been replaced by brocades, a material that is being used extensively in the new styles. Most of the samples



WOMAN'S PATENT BUTTON, MATT CALF TOP, RECEDING TOE, CUBAN HEEL—BY LA PARISIENNE SHOE CO.

seen are plain effects, but there are also quite a few fancy flowered brocades. Another cloth material which is proving very popular, particularly in the men's lines, is vesting, both plain and fancy. A boot carrying an upper of neat vesting certainly does present a fine appearance, and there is every reason to believe that vesting-topped shoes will receive a large demand during the summer 1915 season.

Fancy Heels in Women's Lines

While the samples of most manufacturers are practically completed, travelers are slow in getting out on the road,

due to a large extent, to the uncertainty felt by the manufacturers as to prices. However, it can be seen that the war has not as yet had any effect on the new styles, as many state that the European situation will mean very plain, severe styles in the near future. Up to date, however, this has not come to pass, and women's styles can still be relied upon to please the feminine eye. More or less fancy heels are seen on many of the new lasts. The French heel is likely to prove popular, and a large number of new spool heels are also being shown. The kidney heel is also given a fair share of attention.

Pumps and Colonials Popular

A much better idea can be got now of samples, both in men's and women's lines, than was possible a month ago, when very few manufacturers had completed their sampling. It is surprising how pumps and colonials have been coming on and it can be safely stated that a larger number will be sold next season than ever before. There is no doubt at all that in a few cities and larger towns, the pump, or the colonial is going to remain the favorite shoe for summer wear. The chief reason of its popularity is that it is light, airy, and neat fitting, and such improvements have been made during the last few seasons, that lasts are now shaped so that this class of footgear does not slip at the heel, or gap at the side as it formerly did.

The toe, which will likely prove most popular with the average shopper, is the medium, or the moderate recede. Tops will be cut about $6\frac{1}{2}$ to $7\frac{1}{2}$ inches in height, and heels



WOMAN'S PATENT PUMP, MEDIUM RECEDE TOE, SPOOL HEEL—BY AIRD & SON.

range from 8-8 or one inch to 14-8, 15-8 and even to 16-8 heights in some cases. Patent leather, of course, will get the big run, although there will be a large demand for the dull calf finish and suedes will be called for in all the popular colors. Tans in women's, it might be said, in both low cuts and high cuts, will be dead, although some manufacturers are showing some neat lasts in women's dark mahogany tans, in pumps and high cut buttons.

Shoe ornaments on women's pumps and colonials this season will be plain and neat, although a greatly increased range will be offered to the feminine shopper, running from the plain bow or pompon effect to the most elaborate rhinestone, cut steel, and gilt designs. In fact, although neater and plainer, one may go as high in the cost as is desired.

Medium Ball Toe in Men's

As was stated before by the SHOE AND LEATHER JOURNAL, the medium high, round, ball toe seems to be the only change that could be called at all radical, and even this new feature does not alter the shape of the toe perceptibly. The general run of samples in men's footwear present, to use a popular expression, a "nifty" appearance, particularly the higher grade lines. A considerable number of bals are being shown carrying recede toes, with low heels, wide shanks,



PATENT LEATHER, MEDIUM HIGH ROUND TOE, SINGLE SOLE, FANCY VESTING TOP—BY RENA FOOTWEAR CO.

MEDIUM ROUND TOE, GUNMETAL BAL, ON "TRIPLE ENTENTE" LAST—BY TETRAULT SHOE MANUFACTURING COMPANY.

PATENT COLT, WHOLE FOXED BAL, MATT CALF TOP, LOW HEEL, ON RAGLAN LAST—BY SLATER SHOE CO.

and flat tread. While the moderate recede is fairly popular with a certain class of trade, there may not be any great number of extreme recedes sold, and the man in average circumstances will wear the medium toe, not too high, and not too low. Of course, in men's shoes, there are always a certain number of standard lasts that have a steady call from one season to the other, for instance, the straight English last, which seems to have a perpetual run. In low cuts for men, some button oxfords, in black and tan, are shown, and toes, heels, and finish generally resemble the high cut lines. Buttons will have a large call again during the coming season, and many manufacturers have anticipated a certain demand for the three or four button low cuts by carrying lines of them in their samples.

What Canadian Firms Are Showing

"La Duchesse" Shoe Co., Montreal, have completed their range of samples for the spring trade, and state that their line for the next season is a wide and varied one. They have a complete range of women's McKays, and have added several new lasts to their samples, embodying all the latest styles. One of these is a women's medium high toe with fairly high heel. This is a very neat shoe, and is on a last that is sure to take with the patrons of the firm. Another last, which they state should be a popular one, is their women's medium last with patent leather vamp, gunmetal top, coming in both button and lace. They also have a last carrying a rather long narrow toe with a medium high heel. An ankle strap pump is shown with a low heel and full toe. Altogether, an official of the company stated, they have a collection of samples, of which they are proud, and are sure that they will be able to more than satisfy their customers.

Dufresne & Locke, Montreal, say they have added several new lasts to their samples for next season, which they believe, will go to make a particularly nice set of samples. In their men's last, they have two models carrying the modified round toe effect, which is so popular. This shoe carries an inch to 9-8 heel. Another strong last for the coming season is a London toe shoe on a straight last with a 7-8 heel. In their women's lasts, they have made provisions for a strong call for the more popular run of lasts, and have several lasts showing long narrow toe and medium high heel. The ranges being made by the company are designed, all with an eye to comfort, without, of course, taking a whit away from the style of the shoe, and the 1915 lines can be called both stylish and comfortable. Several samples are being shown in men's shoes in dark mahogany tans, and a strong showing is also being made by the company in both cloth and cravenette tops. Quite a few bals

are being shown by the company, and the usual requisition is expected for the different leathers.

New Cushion Sole Shoe

The Tetrault Shoe Manufacturing Co., of Montreal, have installed a new cushion sole shoe in their line called "Dr. Carter's Cushion Sole" shoe. It is a custom last, and while built for comfort, still has a very stylish appearance. This shoe is turned out in dongola and kid leathers. The Tetrault Co. also have put in several new lasts, one of which is a medium recede toe shoe, with a medium, narrow toe, carrying a 7-8 heel. This certainly is a very natty boot, and it is regarded by the company as one of the best in their offering. It is sent out in mahogany tan, gunmetal, and patent; and it is confidently expected to be a big seller. Another last put in for the coming season is a medium round toe shoe. This is the type of last which represents the greatest change in 1915 styles. It carries a one inch heel, and is made in all leathers. The sample illustrated on this page of the SHOE AND LEATHER JOURNAL is gunmetal bal, whole fox, dull calf top, and is turned out in both button and lace. A line which should sell well is their straight modified toe, built along English lines with a full flange heel. Another neat last has a wide round toe, and fairly low heel. This shoe is a remarkably good fitter. The Tetrault Shoe Manufacturing Co. will be represented during the coming season in the Maritime Provinces by Frank W. Laskey, in Montreal and part of Eastern Quebec by Wilfrid Lessard, in Ottawa, Toronto and Western Ontario by Jas. Heffering, and from Port Arthur to Vancouver by Messrs. M. L. Savage and H. Foote.

New Lasts for the Boys

Jackson & Savage, Montreal, who specialize on boys' footwear, are the makers of the well known "Boy Scout" shoe. For the 1915 spring and summer season they are showing altogether, over half a dozen new lasts, of which they are particularly proud. One of the new lasts designed for men's high class trade is their "Princeton" last. This is a welt carrying a neat recede toe, fairly low heel, and is turned out in all leathers in button, bal and blucher. For the trade which it serves they feel it is just the thing. Another of their showings is the "Varsity" last, carrying a medium full toe and medium heel. This is a shoe for boys, and is designed for wear as well as for appearances. Another shoe for boys which the company are certain will take next season is their "Student" last. This line sells very strongly in Quebec Province, the Maritime Provinces and in the North West. This shoe carries a rather high toe and

fairly high heel. It is in every way comfortable, and is built along lines that have made Jackson & Savage shoes so popular. A youths' last has been installed with a nature shaped full toe and low heel. The firm have put in a line of oxfords, which type of footwear they believe will be popular next season. Altogether their range is, they feel, a much better one than ever before. A larger range has been installed, including the more medium priced shoes, and additions have been made to the high class offerings. Some lines of American shoes have also been added to the samples being taken out by the travelers. These last changes have been made in the jobbing department, in which it is expected a large business will be done in spring and summer footwear.

Nice Things for the Children

The Macfarlane Shoe Co. Limited, Montreal, report the biggest change they have ever made in any one season in their samples, having added seven new lasts, with patterns for each in all the popular styles now in demand. They have a new common sense last for matrons, on which they are making up cushion sole effects in boots and oxfords, and also in a fine light, flexible Goodyear welt boot and oxford. They also have a new infants' last in sizes from 3 to 7½ in a very square toe, specially designed for very high class trade, showing in turn ankle straps and plain toe boots. Their infants', child's and misses' last in a new round toe effect, is one of the snappiest ever shown to the Canadian trade, on which they are making both turns and Goodyear welts in all leathers. These are sent out in ankle straps and boots. Another last which the Macfarlane Co. say will take very well is a misses' pump last for turns, in which they are showing pumps and colonial ties, both with and without straps. This is a great fitter and is bound to sell strongly, as the misses demand the same styles nowadays as their elders wear. Still another line is their college girls' pump last carrying a low heel on which they are showing pumps and colonials without straps, and also the Mary Jane ankle strap which has been so popular this season. They believe colonials and pumps will again have the call for next season, and they are showing a full range in all leathers right through from infants' to college girls' lines. In boots, they state, the cravenette and vesting tops will be more popular than ever. As regards leathers, they believe patents will again have the lead with black and chocolate dongola a close second, while tan calf has almost completely disappeared. White shoes will again be popular, in both canvas and white

buck. Women's low heels are in such a big demand that they have paid special attention to this line and believe they have a range of lasts, patterns and heels which will be very interesting to their customers. The travelers of the Macfarlane Shoe Co. will all be in their respective territory by September 15th.

Strong Line of Colonials

Aird & Son, Registered, Montreal, have for the coming season five new lasts in their women's lines and one in their boys' and youths'. They have an especially strong line of pumps and colonials with all the latest buckles and ornaments, and they expect to do a very large trade during the spring season in low cuts. One of their new lasts is a woman's patent chrome, whole fox, pump turn with the latest spool heel, and half recede, long narrow toe and 15-8 heel. This is a very dainty appearing shoe. They have an extra large showing in all the cloth, brocade and vesting tops. Aird & Son make a specialty of neatly finished footwear and have brought out particularly nice lines in their heel effects. They believe that heels for the new season will be a little higher, and somewhat more fancy than heretofore. They also state that they are making a strong showing in patent leathers, which material they feel will have by far the largest call in 1915. They state also that they are in a position to turn out exceptionally nice stock, as they have got settled in their new factory and now have a complete equipment of the latest machinery, along with perfect factory facilities.

Large Range in Samples

The Rena Footwear Co. of Montreal, have put in half a dozen new lasts, making a larger change in the samples than they have ever done before. One of the new lasts being shown by this firm is a tan button oxford with a medium high round toe and heel. It is a very pretty last and should take with their trade. Another new one is their men's dongola kid, carrying a 11-8 heel, medium high toe on a wide last. This is turned out in all leathers. Still another of their new models is a man's black oxford with a medium toe, one inch heel and cloth upper. What the company expect will prove one of the strongest offerings, is a medium recede toe shoe on a fairly wide last with a wide shank, and a one-inch heel, shown in lace and button. Mr. E. D. Drolet has been appointed manager of this firm since the last style season, and on assuming his position he decided on several changes in the lasts being carried in the samples of the firm.



PLAZA GAITER BUTTON, PATENT FOREPART, CLOTH TOP, ON RITZ LAST, RECEDING TOE, SPOOL HEEL.



DONGOLA BUTTON, LOW HEEL, COMFORT LAST, WITH FLEXO-CUSHION INSOLE.



PATENT BUTTON, CLOTH TOP, RITZ EFFECT FRONT, DULL CALF FOXING, WITH JET ORNAMENT, ON REGENT LAST, CONCAVE HEEL.

(BY BLACHFORD SHOE MANUFACTURING COMPANY)

These have just been made, and with the offerings that the Rena Co. are now showing, an increase of business should be felt, although they state that they have been fairly busy during the past twelve months.

Some Natty Models for Spring

The Blachford Shoe Manufacturing Co. of Toronto have a very fine line of Spring samples, having installed three new lasts. One is the Ritz with receding toe, another has the stage effect, and there is a comfortable fitting last. Plain toes are strong and besides cloth tops there are a number in grey, taupe and fawn which are very pretty,



WOMAN'S GUNMETAL BUTTON BOOT, RECEDING TOE, BLACK CLOTH TOP—BY AMES-HOLDEN-McCREADY.

the plaza gaiter effect being seen on a number of models. The leading leather is patent and the offerings in both low and high cuts carry the Spanish, spool and modified spool heels. The Ritz effect on the forepart, with neat ornaments at the side on a number of high cuts, is very pleasing and neat. A patent, fourteen button shoe, whole foxed, with bronze kid top and Spanish heel is on the Paris last and decidedly smart. In Castle pumps the showing is right to the forefront with three select designs, all with patent foreparts, one having brocade quarters, another grey kid, and a third bronze cloth. In Ritz pumps there is an equally good showing, one with patent forepart and bronze kid quarters and bronze and brilliant ornament being a leader. An all grey kid button boot is another snappy offering. The firm have put in a comfort last and on it are making a woman's full fitting shoe with exo-cushion insole. The samples of the Blachford Shoe Mfg. Co. evidence style, workmanship and finish of a high degree in every model.

Some Artistic Revelations

The Minister-Myles Shoe Co., of Toronto, are again in evidence with a comprehensive range of men's and women's welts in all the fine revelations of spring styles. An over-gaiter button boot with patent forepart and moire silk quarters is something very dainty, having a plain receding toe and half Louis heel. A whole patent five-strap slipper with receding toe, half Louis heel and cut steel ornaments on each strap is a choice offering. A one-strap effect patent colonial, with suede quarters and half Louis heel is a natty shoe attracting attention. A patent leather button boot with matt calf top, circular foxing, Cuban heel, and the new modified French toe, as well as a fine range in Cleopatras, Castle and Gaby pumps, colonials and others with cloth and brocade quarters, ridge shanks, and a variety of pleasing ornaments are worthy of mention. In men's there is seen a golf shoe in willow calf with saddle strap, as well as several rubber sole models. A patent button boot with moderate toe,

plain and also with tip, and cloth top is decidedly select. There is also witnessed a nut brown bal for men with receding square effect toe. A full, round, plain toe patent button, with cloth top and low heel, including many other pleasing offerings, are commanding attention, all evidencing the acme of style, fit and finish.

A Fine Neat Range

The Relindo Shoe Co., Toronto, are showing for Fall a fine line of McKays and welts. They have put in several new lasts, one being a pointed receding toe. Eighty per cent. of the offerings are in patent leather and cloth toppings are seen on many samples. Plain toes are much in vogue, while the Louis and half-Louis heel as well as other modifications in pedestals are witnessed, along with the ridge shank and other features. The McKay line is exceptionally neat in airiness, grace and finished effect. In Cleopatras and Castle pumps there is a full range with neat ornaments, some leather filled, with silk brocade and cloth quarters. One low cut with patent forepart and tan buck quarters is particularly striking. All very fancy fabrics have been eliminated and the line is marked by plainness and simplicity. A few suedes are seen. One popular last is a short receding toe, while the stage last is to the forefront on a number of the models. Edges are close trim, and all shoes are cut about the same height as last year.

European War Creates Advance in Price

(Continued from page 28)

cents a pair, or any small advance. No man can tell what the advance may be. It is a sure possibility and I think a probability that shoes may be one dollar a pair higher; in fact, as far as I can see, I don't know why we should limit the price to a one dollar advance.

"Take the question of supply. Last week we were offered 7,600 hides. A year ago, the same week, we were probably offered 250,000 hides. We bought the 7,600 hides, are willing to buy all the good hides and calfskins offered us for cash at to-day's price, and still we only have offers for a twenty-fifth part as much as we had a year ago."

What Some Leather Men Say

The C. S. Hyman Co., London, report that they cannot see anything but very much higher prices for leather of all descriptions. Stocks of leather in the tanners' hands were never lighter than they are to-day, and various shipments of both hides and tanning materials have been stopped. The American market on hides is several cents higher, with every prospect of it still soaring. The company note a very much greater demand for leather in the United States, and, taking the situation as a whole, they would not be surprised to see an advance in leather and shoes of 25%.

The Breithaupt Leather Co., Ltd., of Berlin, say that the present war has certainly has a very marked effect on the leather generally, especially on all lines of hemlock, union sole and oak sole. Although prices in the United States were advanced a fortnight ago two cents on hemlock and union, and three cents on oak, the Breithaupt Leather Co. say they have only raised their prices one cent on hemlock and union and two cents on oak sole leather. It will, however, be necessary to add another cent, possibly more, to these prices, very shortly, owing to the inability of tanners to secure their hides from European and South American sources, as before. In many cases, hides cannot be obtained from these sources under any circumstances, and where they can be, there are exclusive rates of war insurance. There is also the uncertainty and high cost of sterling exchange, which makes it nearly impracticable to bring the hides in as before. New sources of supply will, therefore, likely be obtained, which means that tanners will be largely at the

mercy of the large American factories, who have already further advanced their extreme prices. Harness leather, both union and oak, has also jumped one cent, and further advances may be necessary. The prices of cut soles remain the same for the present, but even these may take an advance. The firm report that they will do their utmost to keep prices down to the lowest limit possible, and believe that other Canadian tanners are similarly disposed.

Cannot Obtain Dry Hides

The Anglo-Canadian Leather Co. report that the present war has no doubt stimulated buying of sole leather for consumption not only in Canada, but in United States as well, and prices have been advanced for all grades. They have not noticed any particular inquiry for shipment to England, but anticipate that the demand will come later as soon as affairs have become somewhat more settled as to finances. "It appears to us" say the firm, "that continuation of the war must result in increased demand for sole leather, the better grades in particular. Naturally at the present time business of all kinds is checked owing to the difficulty of settlement and the general financial conditions throughout the world as well as difficulty in forwarding of shipments for export. It is also exceedingly difficult, in fact practically impossible, to obtain supplies of hides in any quantity, most particularly dry hides."

Hoping for Re-opening Conditions

"Yes," remarked a member of Beardmore & Co., Toronto, "hides are scarce and going up to unheard of prices. This has made necessary the raising of prices about a cent all around for bottom stock although tap soles have not yet been increased. As to whether there will be another jump in sole leather we cannot say. Negotiations with South America were, for a time, shut off, owing to the war, and are again being opened up slowly. War insurance is five per cent. Then there has been an increase in freight of about twenty-five per cent. owing to the scarcity of bottoms in which to carry the shipments, and exchange has gone up forty per cent. or more on the sterling basis on which all arrangements are conducted. Prices, too, have ascended for raw hides and stocks in the hands of tanners are not heavy. The matter of war insurance alone is a big item and tanners will certainly have to get more for their leather. There is no disposition to unduly raise prices or take advantage of the situation but merely to protect ourselves in the added cost which we are put to. We do not think that anyone would seek to unwarrantably enhance quotations owing to the war, and the trade is doing its best under the circumstances, the like of which the world has never seen and may never see again."

Another prominent producer of bottom stock said:—"There has been an advance of one cent in sole leather and prices are liable to go higher, in my judgment. Since the war, South American dry hides have considerably advanced in price and wholesale jobbing quotations are now: No. 1 oak side, 35; crop, 40; back, 43; bend, 48; hemlock, No. 1 side, 33; crop, 38; back, 40; bend, 45. Speaking of the cause of the advance, he stated, that it had been largely brought about by the war. It might be asked, what effect hostilities would have upon a shipment of South American hides, but it must be remembered that most of the shipments were carried in European bottoms, which are not now available. Then, since the war, insurance has been practically prohibitive, and it has been impossible to effect a settlement except on a London basis of exchange, and these rates, as you know, have been exceptionally high.

Patent Leather Takes a Jump

All lines of leather have advanced since the outbreak of European hostilities and patent leather is no exception. A. R. Clarke & Co., Toronto, report that side leather has al-

ready advanced two cents. Contracts for patent colt now call for an increase of five cents, and so doubtful is the source of supply and so expensive all tanning materials, that the firm do not guarantee to protect any contractor at these figures in patent colt longer than March 1st next.

Reviewing the situation generally, a member of the firm said:—"Yes, we have obtained all our patent colt skins from Russia. These have generally been shipped from Riga through the Baltic Sea, and transhipped to Liban. This means that the patent colt supply is at present shut off, but we are seeking to have shipments made across Siberia and through the Panama canal. As to the success of this project, we cannot at present say, but we certainly will do our best to obtain supplies. The war has also been the cause of forcing up the prices for light hides, 45 pounds or less from which our side leather is made. We will now have to depend entirely on our domestic and Chicago extremes. We formerly secured a lot of Polish and Courland hides in Russia, and also obtained some extremes from South America. These avenues are now closed owing to the war—at least for the present.

"Another contributing cause to the high prices is that all chemical and tanning materials are practically shut off. Sodium and bichromate of potash, which we obtained from Germany, and all colors, extracts, log wood and dye stuffs, are no longer available from the former sources. We obtained Prussian blue, fat black, nigrescene and other colors abroad, and will have to look elsewhere for our supply. Chemicals and extracts have, in many instances, gone up 100% or more. However, we are not disposed to be unduly excited or worked up regarding the situation, and are doing our best to obtain skins in order to keep our plant going to capacity. We may add that we have declined many American orders at very gratifying prices and will protect our Canadian customers first, safeguarding their interests in every way."

Higher Quotations for Side Leather

In reference to side leather, the King Bros. Co., of Whitby, say that since the war trouble in Europe, hides have advanced, but not nearly so much as tanning materials, which in some instances have gone up 100%. As there will be no importation of hides to Europe for some time, if the war continues, there is no doubt but that hides will also go very much higher. The company have advanced their prices, but not enough to cover the advance in the cost of raw materials and cannot see anything for the near future, but much higher quotations for all kinds of leather.

A Voice from the East

Max Clement & Sons, tanners, Quebec, say that the present war has had the effect of raising the price of hides and raw material in their industry. They were buying almost all their hides in England and some in Courland, Russia. The firm add:—"Our shippers from these countries advise us that they have suspended all export for some time, so receiving no hides, leather will be scarce and prices high. The chemicals used in our factory come from Germany, and the price has been augmented from 25% up."

Calf Skin Stocks Below Normal

A leading calf skin tanner, speaking of "the international crisis" in a recent letter to the Canadian trade, says:—"Almost without warning the civilized nations are facing a crisis deemed by most men impossible. The strongest and best armed of the world's nations are at war. Commercially, there is an unprecedented break-down. The skins from which high grade calf leather is made all come from France, Austria, Germany and Russia. For the time being, these countries are all severed commercially from the American continent. Dependence must be placed on stock on hand, which in most cases, owing to the slow trade for many

months, is much less than normal. All foreign skins are imported under letter of credit, but owing to the tremendous upheaval in financial condition bills, maturing in London, England, recently, were quoted at unheard-of rates of exchange. Domestic skins in quantities at this season of the year are not to be had, nor before April next. We have been compelled to withdraw all prices. Your immediate requirements we will endeavor to fill so far as you entrust them to us at lowest prices possible, in view of existing conditions."

Big Victory for Allies Would Help

The Robson Leather Co., Oshawa, say: "As far as we are able to judge from the standpoint of our own business it has certainly been the cause of rapid rises in both hides, skins and finished leather. The outlook for future supply and demand is very uncertain. Raw material for upper leather purposes will, without doubt, be very scarce and dear until such times as we can again import European raw hides and skins, as it has been estimated that forty per cent. of upper leather raw material comes from foreign sources. From now on leather will sell at advanced prices, as tanners up to the present time have been very liberal in permitting their customers to cover their requirements for a reasonable length of time at old prices. Canadian shoe factories on the whole are carrying very low stocks of upper leather and, while we are not anticipating a very heavy run during the next season, there will, nevertheless, be a fair amount of trading in shoes and leather. If Britain is able to keep the Atlantic course clear so that shipping may again be resumed with the same freedom as previously, then we may see some orders come from across the water for both shoes and leather for army equipment and in that event prices would rule high. But who knows? It is all a 'guess' under existing conditions. A decided victory for the Allies would clear the atmosphere considerably and renew confidence."

Give Preference to Canadian Goods

The Retail Merchants' Association of Canada from the various provincial headquarters have sent out the following notice, which explains itself:

"For years past, millions of dollars worth of goods have been imported into Canada from the countries involved in the war. These importations have now been practically stopped, and may not be resumed for a very considerable period. The consequence is that the price on all imported goods has very materially increased, and will continue to increase in proportion to the excess of the demand upon the supply, and we shall not be surprised to see the supply completely exhausted within a very short time. This fact is creating some concern in the minds of the public, who seem to believe that the merchant is responsible for such an increase.

"We think it would be advisable for you to point out to your customers that in their purchase they should give preference to goods made in Canada, which would avoid paying such high prices, and would help to keep the Canadian factories busy, thereby giving employment to Canadians who, at this particular time, are so much in need of earning as much as possible.

"To encourage home industries is a good policy at all times, but should be acted upon at this trying period for self-preservation, and we strongly suggest that you co-operate with your customers in this matter, thereby doing your share in educating the public to this end, and by so doing, greatly oblige."

In a letter to the press, E. M. Trowern, of Toronto, secretary of the Association, says in part:—

"Under ordinary circumstances, and when peace reigns,

most merchants desire to buy the best goods in the cheapest markets—no matter where they are made—but we are not living to-day in Canada in ordinary circumstances, the circumstances are very extraordinary, for we find ourselves threatened by nations whom we considered our friends, but they have proven to be our enemies. They desire to slay us with the sword. In Canada we have been buying thousands of dollars' worth of German and Austrian goods; we have been handling them over our counters, recommending them to the public, and we find now that those whom we thought our friends 'have bitten the hand that gave them bread.'

"The question now is, 'Why should we feed the enemies who are attempting to slaughter the manhood of Canada?' The time has arrived when those of us who remain home to take care of our commerce must do some fighting, too; and the best way to do this, in my opinion, is to refuse to purchase goods manufactured by our enemies. There are some who may consider that this view of the subject is a very narrow one, and it may possibly be, if it was a question of debate, in which the entire world was one great brotherhood; but we are now dealing with actual conditions, and our enemies should be taught that we must fight for our trade as well as our lives. I am expecting at an early date that the Retail Merchants' Association of Canada will take this subject up vigorously and press it to a final issue, and with this expectation in view you can readily see that your excellent editorial must appeal to every loyal merchant in Canada as it appeals to me."

May Be Called to the Front

Lieut. Oscar Emile Gagnon, of the 80th Regiment of Nicolet, Quebec, is a son of Narcisse Gagnon, proprietor of Aird & Sons Registered, of Montreal. Lieutenant Gagnon is a shoeman himself, as he has been for over a year in the business conducted by his father. He is a thoroughly live young man and has, even in the short period in which he has been engaged in the footwear line, mastered it to a large extent, and is rapidly becoming as well known to



Canadian shoemen, as is his father. He is a strong military man, and takes a great interest in his own regiment. If the war continues, he expects to be called to the front, but in the meantime he is busy getting a fighting knowledge of footwear.

A. E. Marois, of Tourigny & Marois, was in Three Rivers, recently, on a business trip.

SHOE NEWS IN PARAGRAPH

Joseph Boivin, shoemaker, Quebec City, has assigned.
J. M. Scobie, shoemaker, of Roblin, Man., was burned out recently.

Imperial Hide Co. is a new company recently registered in Montreal.

The stock of H. Teplinsky, shoe dealer, Calgary, is being advertised for sale.

Wm. Segel, shoe dealer, 1146 Bloor street west, Toronto, has made an assignment.

A. W. Yager, manufacturer of shoe packs, Midland, Ont., passed away recently.

N. K. Saba has started in the shoe business at 472 Queen street west, Toronto.

Albert Gosselin, shoe dealer, of Black Lake, Que., has assigned to J. P. E. Gagnon.

Robt. Neill, shoe retailer, of Peterboro, Ont., was in Toronto last week on business.

The boot and shoe stock of the estate of Thompson & Elam, Moose Jaw, has been sold.

G. S. Wood & Co., Regina, dealers in shoes and harness, have dissolved partnership.

Adam Kuehner has opened a new shoe repair shop at 110 Wellington street, Berlin, Ont.

A. G. Moxley, British leather dealer of Boston, was in Montreal and Toronto recently.

E. L. Emerson, of the Boston Last Co., Boston, was in Montreal and Richmond recently.

A. Dussault, president of the Rena Footwear Co., Montreal, is in Quebec for a few days.

A. C. Lumsden is now covering British Columbia for the Williams Shoe, Limited, Brampton.

F. J. Hapgood, shoe dealer, of Niagara Falls, Ont., was in Toronto recently calling upon the trade.

G. J. Trudeau, Montreal, has returned from a trip to Boston and other American shoe centres.

The stock and fixtures of John Sailer, boots and shoes, Medicine Hat, have been advertised for sale.

In a serious fire which visited Trenton, Ont., recently, Alex. Russell, shoemaker, was burned out.

J. A. Matheson, Boston, manager of Beardmore & Co., was in Montreal and Toronto recently.

A branch store has been opened by the Brockton Shoe Co. at 54 St. Catherine street east, Montreal.

Mrs. J. Hood, dealer in boots and shoes and dry goods, Summerland, B.C., is reported to have sold out.

M. McPherson, of the Neill Shoe Store, Brantford, was in Toronto last week calling upon the trade.

The stock and fixtures in the boot and shoe store of F. G. Long, Gleichen, Alta., are advertised for sale.

Joseph Boivin, boot and shoe merchant, of Limoilou, P.Q., has assigned to Bedard & Belanger, Quebec.

C. J. Fitzgerald, of the Cook-Fitzgerald Co., London, spent a few days in Toronto last week on business.

The Rena Footwear Co., of Montreal, have added several new machinery parts to their factory equipment.

Thomas Connolly, of the John McPherson Co., Limited, Hamilton, was a recent visitor to the Boston leather market.

P. A. Doig, of Fisk Limited, Montreal, has returned from a trip to Boston, where he says leather prices are very firm.

Arthur Donald, representing A. F. Clapp & Co., Boston, Mass., sheepskin tanners, was in Toronto last week on business.

L. Ballard, late with Ames-Holden-McCready, Limited, Montreal, has taken a position with the Pingree Shoe Co.

of Detroit, having charge of the lasting and making departments.

W. E. Tait & Co., shoe dealers, Kamloops, have removed into a handsome new store, which is very nicely fitted up.

L. F. Jackson, of Toronto, is covering Quebec and the Maritime Provinces, for Brandon Shoe Co. of Brantford, exclusively.

A charter has been granted to the British Columbia Tanning Co., of South Vancouver, B.C. The capital stock is \$30,000.

The assets of the Meyers Shoe Co., Montreal, will be sold by Gordon W. Scott, curator. The stock is valued at \$16,782.80.

The Reject Shoe Company, 130 Wellington street west, Toronto, has started business dealing in samples and floor goods only.

U. Bouliane, vice-president of the Rena Footwear Co., Montreal, is spending a few days on a holiday trip to Baie de Chaleurs.

W. F. Tanner, Pictou, N.S., is representing the Blachford Shoe Manufacturing Company, Toronto, in the Maritime Provinces.

A. Cooper and T. Swartz, shoemakers, of St. Thomas, have dissolved partnership. The business will be continued by Mr. Cooper.

Walter Burnill, 75 Queen street east, Toronto, who has been spending his holidays at Jackson's Point, has returned to Toronto.

Bert Cota has taken a position with Ames-Holden-McCready, Limited, Montreal, as foreman of the welt and turn lasting departments.

C. E. McKeen Shoe Store Company, Limited, of Vancouver, has gone into voluntary liquidation. W. A. Short has been appointed liquidator.

Reg. J. Wilson, western representative for Sterling Bros., Limited, London, has left on an extended business trip to the Prairie Provinces.

K. E. Crosbie, of the H. H. Crosbie Co., shoe manufacturers, Hebron, N.S., was in Toronto last week on business and called upon the trade.

Several Government Inspectors are working overtime in Montreal shoe factories putting their approval stamp on every pair of army shoes turned out.

J. Howard Carkner, of J. Howard Carkner & Co., shoe retailers, 206 Sparks street, Ottawa, was on a purchasing trip in Brantford during the Old Boys' home week.

W. G. Fallen and J. Kuechler, Western Canada representatives of Getty & Scott, Limited, Galt, are now covering their respective territories with Spring samples.

F. C. Young, superintendent of the Alberta Shoe Manufacturing Co., Redcliffe, Alta., was recently on a buying trip to Chicago and other American shoe centres.

F. W. Johnston, of the Evans Detachable Rubber Heel Co., Toronto, is on an extended business trip to the West. He will visit all the important cities as far as the coast.

H. Litchfield, of Boston, who has been office manager for the Regal Shoe Co., Toronto, for some time past, has returned to Boston and has been succeeded by E. Paige.

John Palmer's tannery with a heavy stock of raw and manufactured goods, was totally destroyed by fire recently at Fredericton, N.B. Several other buildings were burned.

Ed. F. Leonard, who is now superintendent of the Newfoundland Boot and Shoe Mfg. Co., Limited, of St. Johns, Nfld., writes that they are making 600 pairs of shoes a day.

A number of eastern shoe manufacturers, who do business exclusively with the jobbers, have sent out notices withdrawing quotations on their various lines of footwear owing to the advancing prices for leather and the inability

to get covered for any definite length of time in the matter of supplies.

The Amherst Boot and Shoe Co., of Amherst, N.B., are supplying a pair of their military boots free to each person who is accepted from Cumberland for active service in this war.

A. E. Matheson, who was in business for some years in Prince Albert, has opened a new shoe store on Yates street, Victoria, which is known as the New American Bootery.

C. A. McKimm, formerly of Smith's Falls, Ont., has been appointed manager of the shoe department of the Two Macs, Limited, Ottawa, and has entered upon his new duties.

A clearing sale is being conducted by Ye Bootery Co., Limited, 310 Yonge street, Toronto, who some time ago made an assignment. The stock was sold at 53 1-2 cents on the dollar.

Percy Harris, who has been for some time a member of the staff of Ames-Holden-McCready, Limited, Toronto, as order clerk, has joined the Tenth Royal Grenadiers and has left for Valcartier.

Major Charles Cahill, publicity manager of the United Shoe Machinery Co., Boston, spent a few days in Toronto recently, and was one of the interested spectators at the big Fair.

The wedding took place in London on August 26th, of Miss Lulu Lillian, second daughter of Hubert Ashplant, shoe retailer of that city, to John D. Grant, of London, Ont. Mr. and Mrs. Grant will reside in Berlin.

James Lawther, one of the Ontario representatives of the Hartt Boot and Shoe Co., Fredericton, N.B., who has been spending some time at the factory in connection with his Spring samples, has returned to Toronto.

James T. Sutherland, of the Cook-Fitzgerald Co., London, has been spending the summer at his cottage on Amherst Island. Mr. Sutherland had rather good luck in fishing, and recently landed a nice eleven-pound pike.

Wm. Chamberlin, of Galt, and Stuart Anderson, of Kingston, representing Getty & Scott, of Galt, are at the King Edward, Toronto, with a full range of spring samples, the finest ever turned out by this enterprising firm.

E. E. McIntyre, who represents the Brandon Shoe Co., of Brantford, Ont., in Eastern Ontario, has returned to Toronto after spending several weeks in New York City. He will start out next week with a fine line of samples.

Daniel Wiley, superintendent of the Toronto warehouse of the Anglo-Canadian Leather Company, who has been spending the past few months at Hollow Lake in Northern Ontario, has regained his health and resumed his duties.

The Great Northern Tannery, Limited, of North Edmonton, has had plans drawn for a factory to be erected for them at a cost of \$20,000. The new building is three storeys high and equipped with every modern convenience.

J. P. McNamara, who formerly covered the larger towns of the Maritime Provinces for Jackson & Savage, Montreal, but who represented them in the West, will return this season to the larger towns in the Maritime Provinces.

The B. and R. Rubber Co., North Brookfield, Mass., has just issued a neat little folder, setting forth the merits of their "Armortred" rubber sole. This brochure is well worth reading and will be sent to any retailer or repair man on request.

Squires & Dickenson have opened a new shoe store at 103 King street east, Hamilton. This enterprising firm have also added a trunk and traveling bag department. Their business has grown very rapidly since they started in the original quarters at James and King William streets. The new shop is under the direction of Mr. Squires, while Mr.

Dickenson will be in charge of the original store on James street.

D. A. Gibson, shoe dealer, of Portage la Prairie, Man., is fitting up a handsome new shoe store, to which he will remove in the near future. Mr. Gibson is conducting a clearing sale, previous to taking up his abode in his new business home.

L. B. Hutchison, manager of the Toronto branch of the Kaufman Rubber Co., has returned after spending his holidays in Penetanguishene. T. J. Mullins, of the Kaufman Rubber Co., Toronto, has been holidaying in Lindsay and other points.

Lieut. R. Gordon Myles, of the Minister, Myles Shoe Co., who has been spending a few days in the eastern cities across the border, has returned to Toronto. Lieut. Myles is attached to the 9th Mississauga Horse and has volunteered for foreign service.

Among the contributors to the Toronto War Relief Fund which amounted to nearly \$900,000, were Beardmore & Co., who gave \$2,000; A. R. Clarke & Co.; Gutta Percha and Rubber Co.; Goodyear Tire and Rubber Co., all of whom donated a thousand dollars each.

D. Lorne McGibbon, president of Ames-Holden-McCready, Limited, Montreal, who is an Honorary Lieutenant-Colonel of the 6th Brigade Canadian Field Artillery, has made an offer to care for the families of all the men of the Brigade who are called to war.

T. W. Hart, of the Nugget Polish Co., Toronto, has returned from an extended business trip in the West. He had charge of the Nugget exhibits at the Calgary, Saskatoon and Edmonton fairs. H. W. Parsons has gone on a trip East and will supervise the Nugget booths at the St. John and Quebec Fairs.

The firm name of Garside & White, wholesale shoe dealers, 48 York street, Toronto, has been changed to the

SHOE FACTORY HAD FINE BOOTH

With the object of bringing their shoes right before the public in their home city and showing what a live local institution can produce, the Brandon Shoe Co., of Brantford, at the recent Made-in-Brantford Exhibition held in the Armouries



of that city, had a splendidly fitted up booth. It attracted a good deal of attention and was tastefully arranged. In the Guessing Contest as to the weight of a glass jar of eyelets, the winner guessed 19 pounds, 60 ounces. The correct weight was 19 pounds 5½ ounces, so it was a pretty close estimate.

White Shoe Co. William Garside retired about two years ago, since when the business has been conducted by Hugh White, who has been associated with the house many years and is widely known to the trade.

At a recent meeting of the Manufacturers' Committee of the Board of Trade, Fredericton, N.B., the offer of O. M. Hartt to invest ten thousand dollars in a shoe factory

READ YOUR TRADE PAPER.

Every shoe dealer, tanner and manufacturer should read his trade paper if he wishes to keep in touch with every branch of the business in which he is engaged. The trade paper serves a useful and specialized purpose in gathering reliable information from all quarters and placing it in concrete form before its readers. Its value in such a crisis as the present cannot be over-estimated, as it will enable every intelligent and progressive man to maintain his profits and keep business moving. The importance, function and service of a live journal are worthy of appreciation at all times, but never more so than during the present occasion when its helpfulness, and co-operative efforts on behalf of the trade render it an indispensable adjunct. There is much timely and beneficial information in every advertisement and article on styles, prices, merchandizing methods and trade tendencies.

was considered. The secretary was instructed to write to Mr. Hartt for particulars of the probable cost of constructing a factory and its earning capacity.

J. A. Johnston & Co., wholesale shoe dealers, of Brockville, Ont., having outgrown the business premises formerly occupied, are now installed in their own block on the corner of Buell and Church streets, which has been remodelled and adapted to the needs of this enterprising firm. The entire building is occupied by the business.

During the Canadian National Exhibition it has been usual for the Boot and Shoe Section of the Retail Merchants' Association of Ontario to hold their annual meeting but, owing to the war and the temporary disturbance to trade conditions, it has been deemed advisable to postpone the event until a later and more convenient date.

Conditions in Montreal shoe factories the last week or so have been rather quiet. In most places the travelers are still waiting to get started on their Spring trips, but are unable to do so on account of the general uncertainty as to what shoe prices are going to be. Those salesmen who have started selling state that retailers are backward about ordering.

St. Catharines ratepayers have carried by a large majority a by-law favoring the establishment of a Canadian branch of the Marathon Rubber Co., of Akron, Ohio. The by-law grants a gift of five acres and a fixed assessment of ten thousand dollars for ten years. The company agree to erect buildings and plant at a cost of \$50,000 and to employ at least one hundred men.

The Brockton Shoe Co., who operate two stores at 119 and 264 Yonge street, Toronto, announce that they are retiring from business and a big clearing sale is now being conducted. The lease of the store at 119 Yonge street expires very soon and the other lease is advertised for sale.

Waterbury & Rising, Limited, have moved from Mill street to their new store in the Russell building, Main street, St. John, N.B., which has been provided with a new front.

Other improvements have been carried out which makes the premises very attractive. Joseph Patchell is the manager of the store, and associated with him is Mr. Isaacs, who was for twenty years with J. D. Russell.

The unexpected death of George Shoebottom took place recently in St. Thomas, Ont. The deceased, who was 22 years of age, was born in Woodstock, but came to St. Thomas a little over a year ago and entered C. E. Raven's shoe store as salesman. He had complained for a about a week of severe headaches and pains, but did not go to bed. Later pneumonia set in and he lived but a short time.

The Williams Shoe, Limited, Brampton, have many new lines for Spring in men's and boys' shoes made on entirely new lasts. The firm have succeeded in combining style and comfort to a greater degree than ever before, the inclination being to conform to the natural tread and shape of the foot. From the workmanship, appearance and finish of the goods the company fully expect that a demand will be created for them which will keep their large factory running to capacity.

A despatch from Fredericton says: "The Board of Arbitration made their award in the Hartt Boot and Shoe Company's dispute with the Boot and Shoe Workers' Union, and copies are being forwarded to the interested parties. The award will be thoroughly discussed at a meeting of the union. It is said to be in the nature of a compromise and upholds the principle of a nine-hour working day, but owing to the war, the present would not be an opportune time for its inauguration.

The American Footwear Co. is the name of a new concern that has been formed in Hamilton by local capitalists. They have rented space at 16 Park street south, and will shortly embark in the manufacture of an exclusive line of women's shoes. About sixty or seventy hands will be employed. The company expect to be in operation in about a month. L. F. Levy, of Hamilton, is one of the those connected with the enterprise.

A fine example of patriotism was given last week by the employes of the Tetrault Shoe Manufacturing Co., of Montreal, when in a single day \$443.50 was collected to be given to the Canadian Patriotic Fund, of which H. R. H. the Duke of Connaught is president. The donation was turned over to "La Presse," the leading French daily, and was sent on to Ottawa by them. The fund was open to every employe of the company and all contributed generously.

La Rue & Trudel have been appointed curators in the case of F. W. McKeen, shoe manufacturer, Quebec, who assigned a few weeks ago. The curators have sent out notices that they were appointed for the court on August 19th, and that J. A. Scott, A. H. M. Hay, Arthur Richard, Edgar Shee, and Nazaire Fortier have been appointed inspectors. All parties having claims against the estate are requested to file the same within thirty days.

With reference to an item which appeared in August 15th issue of this paper, regarding Mr. Frank W. Slater, of Montreal, the SHOE AND LEATHER JOURNAL wishes to state that it was entirely erroneous. Mr. Slater is simply retiring from active participation in the Eagle Shoe Co.'s business, but his brand is still made by them, and will continue to be so. He intends covering his ground as usual with the other lines that he formerly carried.

The first annual picnic of the James Muir Mfg. Co., Maisonneuve, was held on August 15th at Tetraultville Park. The crowd were taken to the picnic grounds in special cars. The first event was a baseball game between the married men and the single men. Joseph Russell was captain of the married men's team and Louis Mercier, foreman of the sole leather and heel department, was captain of the single men. E. W. C. Honen, general superintendent, was umpire. The prize was a box of fifty good cigars. Ten

cigarettes were given the losers—married men. An interesting programme of sports and races followed and the picnic was in every way a success.

At the annual exhibition in St. John, N.B., which will be held from September 5 to 12, one of the most interesting exhibits will be the shoe making plant installed by the United Shoe Machinery Co., Limited. The Goodyear process will be demonstrated by employes from the factory of J. M. Humphrey & Co., who have recently started to make welts. The demonstration in St. John will be from the pulling and lasting to the heeling and slugging of the shoe.

Weiss Bros., shoe retailers, Napanee, Ont., are opening up another store, which will be located in the new Saylor Block, Trenton, Ont., and expect to be doing business in that town about the middle of the month. Charles Weiss, who has been traveling east of Toronto, will be manager of the new branch, Harold Weiss will manage the Napanee store and E. B. Weiss is general manager and buyer. The three brothers are all energetic shoemen and are meeting with success.

F. W. Knowlton, Montreal, Canadian manager of the United Shoe Machinery Co., was in Toronto last week on business. He reports that the new plant of the Company in Maisonneuve, for the making of lasts, is rapidly nearing completion. The factory is equipped with 32 lathes, and will have a large daily output of lasts, followers and fillers. It is expected that it will be in operation in about one month. The power, lighting and heating facilities are of the most modern and complete character.

During the Canadian National Exhibition a large number of shoe dealers from all parts of Ontario come to Toronto on a buying expedition, and the jobbers have displayed many bargain lines which they wish to clear out. The big Fair always brings in a numerous company of purchasers who manage to combine business with pleasure and, while sorting up they see the Exhibition during their leisure time. Most of them report trade as being quiet at present, but they look for a decided improvement during the Fall months.

The industries of Berlin and Waterloo will benefit by the war during the next few weeks. Three Berlin trunk-making factories have received orders from the Militia Department at Ottawa to manufacture 7,000 sets of Oliver equipment, 2,000 rifle buckets and 5,000 rifle slings. Five shoe-making factories will manufacture 20,000 pairs of men's shoes, and a local shirt factory will make up 10,000 service shirts. The entire order must be delivered within the next few weeks. If a second contingent is sent from Canada the order will be duplicated.

H. C. Hatch is this week assuming charge as factory superintendent of the Scout Shoe factory, Montreal, controlled by Jackson & Savage. Mr. Hatch has had a thorough experience in the shoe manufacturing business. He was at one time with the old Ames-Holden Co., and also with G. A. Slater, Limited, of Montreal, and more recently superintendent of John Taylor & Co.'s plant at Halifax. He replaces Geo. A. Fortin in the Scout Shoe factory, the latter having been appointed superintendent of the O. B. Shoe Co., of Drummondville, Que.

A. R. Clarke & Co., Toronto, are completing a large extension to their enamelling plant, which is 20 feet wide by 200 feet long. It is built of galvanized iron, and will increase the output of the company 40 per cent. This makes the fourth addition which A. R. Clarke & Co., have built in the last four years, and the capacity of their plant has now been increased to 4,000 pieces of patent leather a week, making it by far the largest factory of its kind in the British Empire. The addition to the enamelling plant will be ready for operation by September 15th. Last week the company received an order for 17,000 pieces of patent from a large

buyer, making the biggest consignment ever placed with the firm in a leather transaction. They are showing in the Process Building at the Exhibition this year the different stages of patent leather, from the raw state to the finished article.

Writing to the SHOE AND LEATHER JOURNAL on trade conditions, a leading shoe retailer in Hamilton says, "While business has not been as good with us as last year, still we are moving along and the week just closed will be equal to

MAKING SHOES FOR THE VOLUNTEERS

The Canadian Government have awarded a contract of approximately \$110,000 in the furnishing of footwear to the volunteer forces being sent to the war, to the Tetrault Shoe Manufacturing Co., Montreal. The order calls for 20,000 pairs of heavy army shoes to be made of high-grade tan calf, and 20,000 pairs of "rest shoes," that is, an ankle shoe to be worn by troops after long marches or when in camp. The Tetrault Co. state they are turning out 2,100 pairs per day, the factory working at top notch in order to keep up with regular business as well as with the army order. Officials of the company are very much pleased, not only because they received the order, but on account of the confidence shown by the government in awarding such a large and important contract to a French-Canadian firm, and they state that the confidence will not be misplaced. The Tetrault Shoe Co. began shipments on August 19th and have been rushing them ever since.

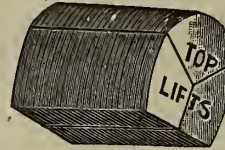
Ames - Holden - McCready, Limited, Montreal, also received a contract for the same number of shoes, that is, 40,000 pairs. That they should do all in their power to make their output of 40,000 pairs of ankle boots for the use of the Canadian Militia as satisfactory as possible, was the idea impressed upon their men by D. Lorne McGibbon and H. B. Ames, M.P., of Ames-Holden-McCready, Limited. Mr. McGibbon said the firm had been most anxious to get the order, that in its execution they might demonstrate to the



THE CANADIAN "WAR SHOE" MADE OF TAN WINTER CALF

public their fitness for the contract. It depended on each man to do his utmost to make each detail satisfactory, that the work as a whole might be a credit to the firm. Mr. Ames, after a technical demonstration as to how the boots should be manufactured impressed upon the hands the necessity of being most careful in their work. The lives of the soldiers were practically in their hands, as a man who was badly equipped as to footwear, labored under a great handicap. They had been successful in getting the order and it remained with the workers to show how effectively it could be filled. Several shoe firms in Ontario have received smaller orders from the Militia Department.

Established Over Half a Century



TAP SOLES

We carry a complete line, and stand back of every dozen

THE BREITHAUPT LEATHER CO., LIMITED

BERLIN

ONTARIO

the same week in 1913. We still have our full staff and will keep them on as the Fall is not very far off and we believe that as people must have shoes, we stand as good a chance as any merchant. Our stock is light and you see we have not much cause to worry. We are, on the whole, in a very good position."

CONDENSED ADVERTISEMENTS

Two cents a word. Minimum charge for an advertisement 50 cents
Cash must accompany all orders.

FOR SALE—Tannery, also dwelling, on River Moira, at Belleville, Ont.; lot four acres. Will be sacrificed to settle estate. Apply Chas. Knees, Canifton, Ont.

FOR SALE—\$4,000 boot and shoe business, Western Ontario. Best stand in town of 12,000 population. Address, Box No. 89, SHOE AND LEATHER JOURNAL.

FOR SALE

Shoe business, in Millbrook, Ont. Good business, clean stock, value \$7,000, up-to-date store window and fixtures. Apply to—

W. NORTHEY, Millbrook, Ont.

MANUFACTURER making 15 special lines of Infants' low-priced Mackays, has Quebec Territory, Montreal City and Toronto open. Communicate with Box 90, Shoe and Leather Journal, Toronto.

AGENCY WANTED

An energetic young man, married, wishes to carry a line of ladies' Goodyear welts for a house not represented in Toronto or Hamilton. Highest references given. Write Box 87, 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

MAKING GOODYEAR WELTS AT THE FAIR

One of the most interesting and educative exhibits in the Process Building at the Canadian National Exhibition, Toronto, is the demonstration of making shoes by the Goodyear welt process. A complete equipment of about fifty-four machines showing all the evolutions from lasting to treeing, finishing and cartoning, has been installed by the United Shoe Machinery Co. of Canada, under the direction of P. J. Hogan of Montreal. The operators are furnished by the Minister, Myles Shoe Co. of Toronto. Men's and women's high grade shoes are being made for the T. Eaton Co., and samples are shown in fine large show cases. The operation of the thirty employes is under the direction of Alfred Minister and Harry Minister, and about one hundred pairs are turned out daily from Clarke's patent colt, famed for its quality, finish and durability. The firm of A. R. Clarke & Co. have a fine exhibit of their leather which attracts a great deal of attention and shows the leather in all stages of manufacture. They are the largest manufacturers of shiny leather in the British Empire. The shoe making process this year has a finer location than ever. It has always been an interesting adjunct of the Exhibition, last year being the first time in twelve years that the shoe-making department was missing in the Process Building.

NEWSY NOTES FROM QUEBEC

Geo. Long, secretary of the Louis Gauthier Co., was in Boston last week on a business trip.

Many manufacturers have refused orders for shoes for the Militia Department because they could not obtain the heavy stock required for the goods.

Alf Pleau, formerly foreman in the John Ritchie Co.'s stock room, has resigned to take charge of the same department in the Louis Gauthier Co.'s factory.

Among those who will have attractive booths at the Quebec Fair, are: The Canadian Consolidated Rubber Co., the Miner Rubber Co., and the Nugget Shoe Polish Co.

Leonard Bros., shoe dealers, whose building was sold, owing to the widening of the street, have opened up a fine new store, which is one of the nicest on St. John street.

Among the visitors in Quebec within the last few days were H. C. Parker, Parker's Limited, Montreal; E. Whitley, of Fred Whitley, Montreal; L. S. Odell, of Fisk, Limited, Montreal.

Fidel Blouin, with J. A. Scott, leather merchant, who is captain of the 2nd company in the Ninth Regiment, and Alex. Grenier, of the Quebec Glove Leather Mfg. Co., who is captain of the 8th company of the Ninth Regiment, are in service with their men at St. Joseph de Levis.

**THE
"EVERYDAY"
SHOE**

**THE
"EVERYDAY"
SHOE**

Speaking of Staples

You can't afford to disregard the immense popularity of the "Everyday" Shoe. Day in and day out, the year round, it is earning a reputation for itself that means profits for the retailer.

Spring models are now being shown. They are well worthy of your inspection.

T. Sisman Shoe Co., Limited, AURORA, ONTARIO

CUTTING DIES

of every Description for

**Leather, Rubber, Paper, Cloth,
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**Honest Values at Honest Prices.
All Work Warranted.**

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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

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We also make Union, Standard and Leather Board Counters

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We are Headquarters for all Finishes,
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Sheepskins Skivers "Ryco" Matt Kid

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EUREKA!!

We can now furnish the glove manufacturers a cream colored, full grain glove horsehide. The leather is made in weights suitable for gloves or mittens and we suggest that you cut P. & V. Eureka Glove Horsehides hereafter.

PFISTER & VOGEL CO.
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WOOD-MILNE RUBBER HEELS STATIONARY SHAPES

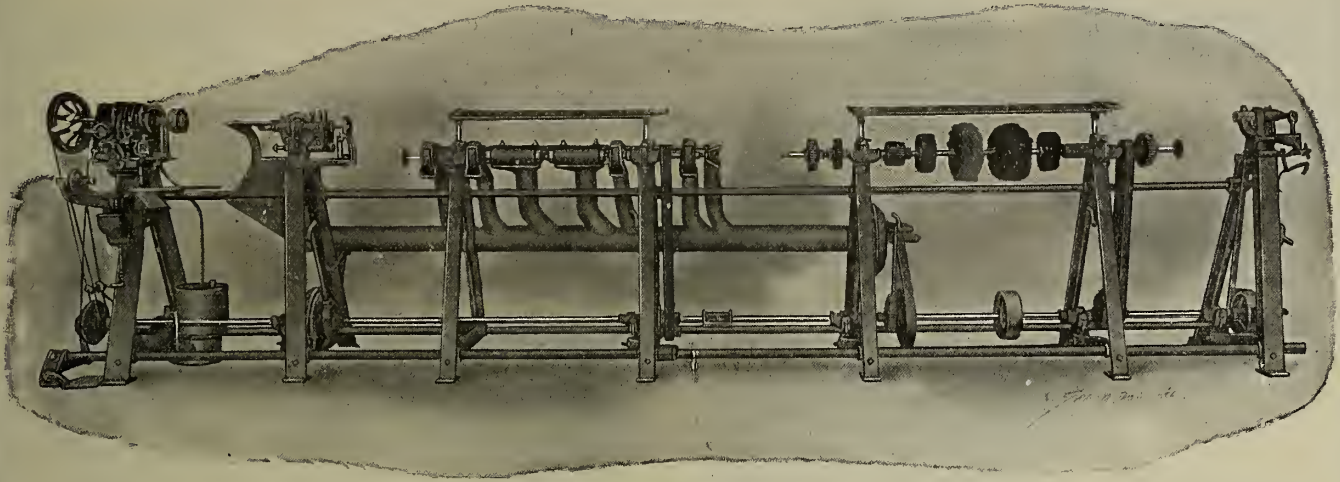


WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

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22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

THIS Outfit represents the highest development in shoe repairing machinery, and meets every demand of modern shoe repairing. It embraces all the essential processes for making new shoes from old ones, giving the maximum of equipment and efficiency in the minimum space. The Outfit has the Goodyear Stitching Machine with all its improvements, including a new style steam generator which uses gas or 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:

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

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

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

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122 Adelaide Street West, TORONTO

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Distinctive Shoe Ornaments

SHOE ornaments for street wear are becoming more and more popular. They're a big factor in the selling of shoes these days. Are you in a position to meet this ever-increasing demand.

We offer for your selection a big range of distinctive designs with a good margin of profit.

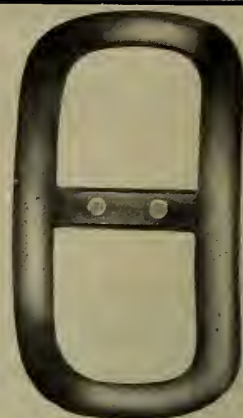
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The R. M. Beal Leather Co.

Limited

Lindsay, Ont.

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John Bull

Larrigans

and

Leggings

Give us a trial order and be convinced.



No. 13
14 in. leg.

F. G. CLARKE, President
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Established 1852

Manufacturers of
SHEEPSKINS
Of all kinds

Our sheepskins have been the standard for quality and colors in Canada for over thirty years

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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?

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301 Aird Ave.
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Have them read the Shoe and Leather Journal regularly. They will benefit by doing so.



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.

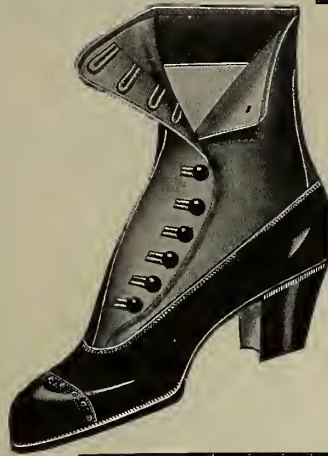
It absolutely takes the place of high-priced cements—on all kinds of linings, cloth or leather, such as vamps, side linings, stays, sock linings, etc.

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.

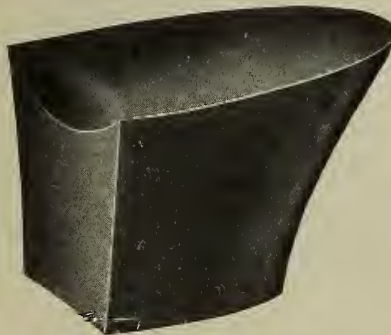
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"Successors to B. Vaillancourt"
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SHOE PULL STRAPS
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SHOE LABELS and WEBBINGS

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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.

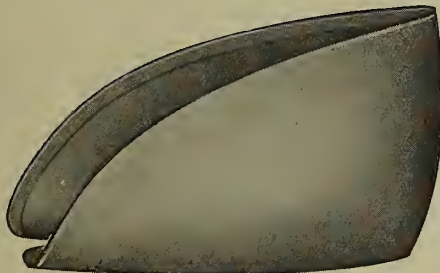
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Order This **Raw-Hide Fibre Counter**
For your next run.

Guaranteed to outwear the shoe. None but the very best material is used in its manufacture.



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Shoes for Baby

appeal to exacting mothers, both as to fit and style. They look dainty and are comfortable.

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PRESTON CANADA

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THE MONTREAL BOX TOE CO.

ESTABLISHED 1904

MANUFACTURERS OF HIGH GRADE

Box Toes and Heels

OF ALL KINDS

321 AIRD AVE.

MAISONNEUVE - - - MONTREAL

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Manufacturers of CHROME SIDE LEATHER

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Factory and Office, Store, 224 Lemoine St.
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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.

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Tan Chrome Sides

Dark Brown Waterproof Stock

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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.

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Waterproofed Soles and Uppers.
Patented Sole Keeps Foot at Normal
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Professor*

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tour of the Foot. Patented Cushioned
Inner Sole Facilitates Walking.

Two Tebbutt Trade-producers

The Doctors and the Professor Shoes are exceedingly popular with those men who require sensible styles; and these men form the biggest percentage of your male customers.

Scientifically modelled, well made, reasonably priced—that's the whole story.

Be sure and see the "Tebbutt Man's" samples.

The Tebbutt Shoe & Leather Co. Limited

THREE RIVERS, P.Q.

Canadian National Exhibition



A cordial welcome awaits you at our two booths in the Manufacturers' Building and in the Process Building. You will find a most interesting exhibit of the well-known

PATENT



LEATHER

in the Process Building. It is our intention to show the various steps in the manufacture of this famous brand from the Russian Colt Skin to Patent Colt Shoes as made by many Canadian factories. Everyone interested in shoes, including manufacturers and retailers, will find our exhibits instructively interesting. Do not fail to look us up, and, if you wish, make our booths your headquarters while you are at the Exhibition.

A. R. Clarke & Co., Limited

Toronto, Ontario

Branches:

Montreal and Quebec

THE SHOE & LEATHER JOURNAL

Do Not Be a "Back Number"

"No man in business can afford to neglect the periodical of his trade: a live trade paper presents every week, fortnight or month, a fund of information on business conditions and methods which may save the reader from making costly experiments.

"It is for the credit grantor to get his customers to read consistently one or two papers bearing upon their trade. Generally speaking, the man who gets nothing out of his trade paper is a back number or is soon going to be." — Bulletin of the National Association of Credit Men.

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



WE will shortly submit to the trade our
Spring range of samples of the

Virginia Shoe

We have added several new lasts, heels and patterns.

Devoting all our efforts to the making of women's medium-priced Goodyear welts, our samples and prices demonstrate the economic advantage obtained thereby.

We hope you will do us the honor of inspecting our line, and we trust to merit your business.

Perth Shoe Company, Limited

*Manufacturers of Women's Goodyear Welts
Exclusively.*

PERTH -:- ONTARIO



HARTT

A Message to the Retail Shoe Trade of Canada

OUR TRAVELLERS have for the past few days been calling on the trade for SPRING, 1915. The results so far of business booked have been very satisfactory.

The WAR, while it has the tendency to make people careful and economical, does not prevent smart and discriminating buyers from accepting good values when they are offered to them.

We claim to be offering for SPRING next the finest values that we have ever shown.

OUR SAMPLES are the greatest combination of STOCK, STYLE and WORKMANSHIP ever produced by us.

FOUR NEW LASTS have been added to our RANGE. An enquiry to us will result in having one of our SALESMEN call on you for SPRING, if desired.

PLEASE KEEP THIS IN MIND WHEN FIGURING ON YOUR REQUIREMENTS FOR NEXT SEASON IN MEN'S GOOD WELTS.

THE HARTT BOOT & SHOE CO.
LIMITED

FREDERICTON, N.B.

Canada's Best Shoemakers

SHOES



No. 9106

The "CLASSIC" Shoe

for

Women and Growing Girls

The following is a list of the lines carried in stock together with description and prices

TERMS: Net 60 days or 2% 10 days from shipment.

| Sample No. | Description | Last | Price |
|-------------------|---|-----------|--------|
| 901—Wos. pat. | butt, plain tip, black cloth top, C & D | 900 Welt | \$3.00 |
| 912—Wos. pat. | butt, pat. tip, black cloth top, C & D | 902 Welt | 3.35 |
| 985—Wos. pat. | butt, pat. tip, dull top, C & D | 901 Welt | 3.00 |
| 986—Wos. G.M. | butt, self tip, dull top, C & D | 901 Welt | 3.00 |
| 987—Wos. Kid | butt, pat tip, dull top, D & E | 901 Welt | 2.85 |
| 988—Wos. pat. | butt, pat. tip, black cloth top, D | 901 Welt | 3.00 |
| 996—Wos. pat. | butt, pat. tip, dull top, C & D | 902 Welt | 3.00 |
| 9106—Wos. pat. | butt, plain tip, black cloth top, D | 905 Welt | 3.00 |
| 9107—Wos. pat. | butt, pat. tip, dull top, D | 905 Welt | 3.00 |
| 9108—Wos. pat. | butt, plain tip, black cloth top, D | 900 Welt | 3.00 |
| 9109—Wos. pat. | butt, pat. tip, dull top, D | 901 Welt | 3.00 |
| 9113—Wos. kid | butt, self tip, kid top, D | 901 Welt | 2.85 |
| 800—G. Girls pat. | butt, pat. tip, dull top, D | 950 McKay | 2.65 |
| 801—G. Girls pat. | blu. pat. tip, dull top, D | 950 McKay | 2.65 |
| 802—G. Girls G.M. | butt, self tip, dull top, D | 950 McKay | 2.65 |
| 803—G. Girls G.M. | blu., self tip, dull top, D | 950 McKay | 2.65 |
| 831—G. Girls G.M. | butt, self tip, dull top, D | 964 McKay | 2.65 |
| 833—G. Girls pat. | butt, pat. tip, black cloth tip, D | 964 McKay | 2.65 |
| 829—G. Girls kid | butt, pat. tip, kid top, D | 964 McKay | 2.50 |

Don't fail to see the "Classic" man's samples when he calls.

GETTY & SCOTT Limited

GALT, ONT.

THE "CLASSIC" SHOE

for

Misses and Children, Youths and Little Gents

THE FOLLOWING LINES CARRIED IN STOCK

TERMS: Net 60 days or 2% 10 days from shipment.



No. 105



No. 2120



No. 4071

| Sample | Description | Last | Price |
|--------|----------------------------|----------|--------|
| 105 | Inf. Pat., Butt, Dull Top, | 100 Turn | \$1.00 |
| 205 | Chds. " " " " " " | " " " | 1.20 |
| 106 | Inf. " Bluc. " " " " | " " " | 1.00 |
| 206 | Chds. " " " " " " | " " " | 1.20 |

| Sample | Description | Last | Price |
|--------|---------------------|----------|-------|
| 1120 | Inf. Kid Butt. | 100 Turn | \$.75 |
| 2120 | —Chds. " " " " | " " " | 1.00 |
| 1119 | —Inf. " Bluc. " " " | " " " | .75 |
| 2119 | —Chds. " " " " | " " " | 1.00 |

| Sample | Description | Last | Price |
|--------|--------------------------|-----------|--------|
| 4071 | Miss. Kid Butt, Dull Top | 136 McKay | \$1.75 |
| 3071 | Girls " " " " " " | " " " | 1.45 |
| 2071 | Chds. " " " " " " | " " " | 1.25 |
| 4166 | Miss. " Bluc. " " " " | " " " | 1.75 |
| 3166 | —Girls " " " " " " | " " " | 1.45 |
| 2166 | —Chds. " " " " " " | " " " | 1.25 |



No. 4163



No. 4167



No. 520

| Sample | Description | Last | Price |
|--------|----------------------|-----------|--------|
| 4163 | Miss. G.M. Butt. | 136 McKay | \$1.90 |
| 3163 | Girls " " " " " " | " " " | 1.55 |
| 2163 | Chds. " " " " " " | " " " | 1.30 |
| 4169 | Miss. " Blu. " " " " | " " " | 1.90 |
| 3169 | Girls " " " " " " | " " " | 1.55 |
| 2169 | Chds. " " " " " " | " " " | 1.30 |

| Sample | Description | Last | Price |
|--------|----------------------------|-----------|--------|
| 4190 | Miss Pat. Bt. Blk. Cl. Top | 136 McKay | \$1.90 |
| 3190 | Girls " " " " " " | " " " | 1.55 |
| 2190 | Chds. " " " " " " | " " " | 1.30 |
| 4167 | Miss. Pat. Blu. Dull Top | " " " | 1.90 |
| 3167 | Girls " " " " " " | " " " | 1.55 |
| 2167 | Chds. " " " " " " | " " " | 1.30 |

| Sample | Description | Last | Price |
|--------|--------------------------|----------|--------|
| 520 | Lads Pat. Blu., Dull Top | 60 McKay | \$1.30 |
| 620 | Gents " " " " " " | " " " | 1.55 |
| 720 | Youths " " " " " " | " " " | 2.00 |
| 521 | Lads G.M. Blu. " " " " | " " " | 1.30 |
| 621 | Gents " " " " " " | " " " | 1.55 |
| 721 | Youths " " " " " " | " " " | 2.00 |
| 526 | Lads " Butt " " " " | " " " | 1.30 |
| 626 | Gents " Butt " " " " | " " " | 1.55 |
| 726 | Youths " " " " " " | " " " | 2.00 |
| 527 | Lads Pat. Butt, Dull Top | " " " | 1.30 |
| 627 | Gents " " " " " " | " " " | 1.55 |
| 727 | Youths " " " " " " | " " " | 2.00 |

GETTY & SCOTT Limited

GALT, ONT.

Put Your Sorting
Problems up to
Our In-Stock
Department



It is Well Equipped to
Handle All Orders
PROMPTLY on
Request

Note Carefully Our Comprehensive Range of Spring Samples

Our travelers are now on their way to you, and when you see the excellent and complete range of Spring Samples they are showing, you will realize as never before the all-round character of the service we can offer you.

No matter whether you wish the highest grade shoe for city selling, or a staple line for village or country use, you will find nothing here but the very best of its kind, the best of material and workmanship plus skilled supervision—result, the superior quality for which Ames-Holden-McCready shoes are noted. And you will be buying “made-in-Canada” shoes—which affords a lively source of satisfaction at the present time.

Ames-Holden-McCready

Limited

Montreal St. John Toronto Winnipeg
Calgary Edmonton Vancouver

The Big
IN-STOCK House





¶ There's a reason for the great and ever-increasing sales of Dr. A. Reed Cushion Shoes—sales away ahead of all rivals.

¶ For the man with foot troubles, or who is on his feet continually, they are unequalled. They are just as good for the man who desires to keep free from foot troubles.

¶ And they are stylish and attractive in appearance as well—which is more than can be said of the average cushion shoe.

¶ Our line for Spring is better than ever before. Ask our travelers to show them.

J. & T. BELL, LIMITED

MONTREAL, CANADA

Makers of High Grade Footwear

and

Sole Makers of the Dr. A. Reed Cushion Shoe

“The Easiest Shoe on Earth”

"At the Sign of Quality"

MURRAY-MADE

(for men)

DERBY

(for men)

CLEO

(for women)



**The dealer who carries these
lines is sure of the
best shoe trade**

Many Canadian shoe merchants to-day might be doing far more business, realizing better profits and building up a permanent trade, if they made MURRAY-MADE, DERBY and CLEO SHOES their leaders.

All these brands are well-known for their up-to-the-minute styles, comfortable fitting and excellent wearing qualities.

MURRAY salesmen are now in their respective territories, with a complete range of Spring, 1915, samples. You owe it to yourself and your business to see them.

The Murray Shoe Co., Limited
LONDON, ONTARIO

MONTREAL BRANCH

Frank J. McKenna, Sole Agent, Read Bldg., St. Alexander & Jurors Sts.



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
MONTREAL, Que.

122 Adelaide St. West, Toronto

492 St. Valier St., Quebec



“Made in Canada”

“SPRING STEP”
FRICTION PLUG
RUBBER HEELS

“DOMINION”
RUBBER SOLES

We have added to our line a complete range of the above items. They are *made in Canada, by Canadians, for Canadians.*

Write our nearest Branch for Prices
 or ask our Travellers

Canadian Consolidated Rubber Co.
LIMITED
MONTREAL, P.Q.

28 “Service” Branches Throughout Canada



Union Shoes for Union Men

The retailer who meets the demand of every possible buyer in his town handles Union Stamp footwear.

Dealers who do not carry Union Stamp shoes are not soliciting their rightful share of the shoe business of their city.

The Union man will have Union shoes for himself and his family. He demands them and if he cannot obtain them will turn elsewhere:

To you, Mr. Retailer, who advertise Union Stamp shoes the tide of trade is turning.

You cannot afford to neglect the Union trade, and even the man who does not buy Union shoes merely because of Union principles recognizes the high quality of Union Made footwear.

You have nothing to lose and all to gain by carrying these shoes.

Let us send you to-day a list of manufacturers who make shoes bearing the Union Label and add a live selling asset to your business for the coming year.

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

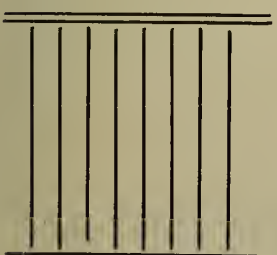
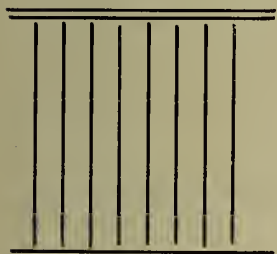
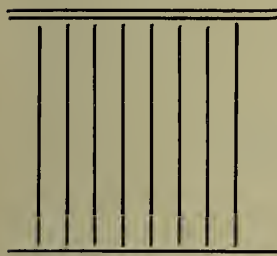
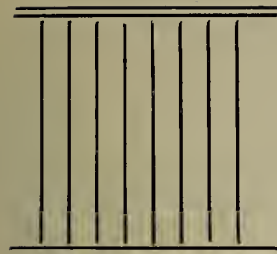
Affiliated with the American Federation of Labor

246 Summer Street

BOSTON - - MASSACHUSETTS

JOHN F. TOBIN
General President

CHAS. L. BAINE
Gen. Sec. Treasurer



MR. RETAILER

- ☪ This is the time to show your patriotism.
- ☪ Your country is fighting for its very existence.
- ☪ The burden of caring for wives and children of those at the front rests on all of us.
- ☪ Buy Canadian-made shoes and keep the wheels turning.

The Cook-FitzGerald Co., Limited
LONDON

MAKERS *of* FINE SHOES *for* MEN EXCLUSIVELY



Place Your Orders for Miner Tennis Shoes NOW

We were never so well equipped as we are at present to give every customer prompt and satisfactory service, but we would advise EARLY PLACING of all orders for next season's tennis shoes for January, February and March delivery as a precautionary measure.

Don't forget MINER SERVICE in any of our other lines. Our nearest branch warehouse will supply any of your needs in RUSH ORDER if desired. Just mark your orders RUSH.

MINER
EANS
ERIT

The Miner Rubber Company, Limited
GRANBY MONTREAL TORONTO QUEBEC OTTAWA

LIST OF SELLING AGENTS

| | | |
|---|--------------------------|----------------|
| Blachford, Davies & Co., Limited, | 60-62 Front Street West, | Toronto, Ont. |
| Coates, Burns & Wanless | - - - - - | London, Ont. |
| Dowling & Creelman | - - - - - | Brandon, Man. |
| R. B. Griffith & Co. | - - - - - | Hamilton, Ont. |
| J. M. Humphrey & Co. | - - - - - | St. John, N.B. |
| J. M. Humphrey & Co. | - - - - - | Sydney, C.B. |
| Jackson and Savage, Limited | - - 78 St. Peter St., | Montreal, Que. |
| The Wm. A. Marsh Co., Western, Limited, | 72 Princess St., | Winnipeg, Man. |
| The Miner Rubber Co., Limited | - - - 225 Queen St., | Ottawa, Ont. |
| The Miner Rubber Co., Limited | - 21 Notre Dame St., | Quebec, Que. |
| The Miner Rubber Co., Limited, | 146 Wellington St. West, | Toronto, Ont. |
| The Miner Rubber Co., Limited | - - 72 St. Peter St., | Montreal, Que. |



**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

The most consistently popular and profitable lines you can handle



"LIPTON"



"ALBANY"



"KONOT"



are admittedly those which enable you to turn your capital over most frequently. The dealer who sells

Monarch, Brandon *and* Dr. Brandon Shoes

is as sure of his regular turnover on these lines as his customers are certain of absolute satisfaction.

The newest ideas in shoe styles are expressed in our Spring, 1915, range. Six new, appealing lasts have been added to our line, and the high quality and excellent merchandising values which are synonymous with all BRANDON and MONARCH-MADE goods are strikingly emphasized in these new patterns.

Our 21 day plan

for immediate and rush orders makes delivery sure and certain, and is another strong evidence of BRANDON service and cooperation.

Be sure and see our samples when the BRANDON man calls.

The Brandon Shoe Co.

LIMITED

Brantford, Canada

Leaders in Style, Fit and Salability



No. 950. Size 2½ to 7. Width AA to D. Black Satin De Lane Top, Patent Vamp, Light Welt Sole, Button Boot with Leather Kidney Heel, Plaza Last.
Price \$2.75



No. 953. Sizes 2½ to 7. Widths AA to D. Black Cloth Tops, Patent Whole Fox Vamp, Medium Turn Sole, Spanish Heel, Iris Lasts.
Price \$3.00



No. 951. Sizes 2½ to 7. Widths AA to D. Gun Metal with Calf Top, Medium Welt Sole, Kidney Heel, Plaza Last.
Price \$2.75.



No. 952. Size 2½ to 7. Widths AA to D. Black Cloth Whole Quarter, Mat Vici Vamp, Turn Sole, Spanish Heel, Iris Last.
Price, \$2.85.

IN STOCK
for Immediate
Delivery

Full Catalog showing
styles in stock is yours
for the asking.

TERMS:

4 per cent. 10 days

3 per cent. 30 days

Net 60 days

Shipped in plain white cartons



No. 954. Sizes 2½ to 7. Widths AA to D. Black Cloth Top, Patent Vamp, Plain Toe, Light Welt Sole, Spool Heel, Iris Last.
Price, \$2.75.

Moore-Shafer Shoe Mfg. Co.

Brockport, New York, U.S.A.

(30 minutes from Rochester)

L. B. SHAFER—Canadian Salesman



The Shoe that made
Brampton famous

The Solid Leather Line for Spring, 1915

Spring samples of the famous Williams Shoe are now being shown. They consist of the liveliest line of saleable patterns ever produced in the Williams factory.

They are solid leather throughout, and their great wear-resisting qualities will be a source of surprise even to those who are already acquainted with the high degree of service this well-known shoe gives.

Don't fail to see our samples.

WILLIAMS SHOE LIMITED

BRAMPTON, ONTARIO



SURGEON'S FOOT BRACE

**ARCH PROPS AND
SUPPORTS
HEEL CUSHIONS**

TRADE

ARROWSMITH

MARK

**BUNION SHIELDS
TOE STRATES
FOOT POWDER, Etc.**



FIRST AID FOOT RESTUR

A Corrective for Every Foot Ailment

The better the service you can give your customers, the bigger profits will you reap. Your service doesn't end with the mere act of selling shoes; if a customer comes into your store and complains of a bunion, or flat feet, or sore feet, or other kindred foot ailments, he'll naturally look to you for relief.

What will you do?

Will you stretch his boots for him, or resort to some other ineffectual, obsolete method?

Listen! We'll tell you what to do. Ask your jobber to supply you with *Arrowsmith Foot Correctives* and to thoroughly explain to you their uses and great advantages. Be sure to specify A-R-R-O-W-S-M-I-T-H. You'll be absolutely certain then of having at your disposal a thoroughly dependable line of appliances, based on scientific principles, and absolutely guaranteed.

IF YOUR JOBBER CANNOT
SUPPLY YOU — WRITE US

**THE CANADIAN ARROWSMITH MFG. CO.
LIMITED**

NIAGARA FALLS, ONT.



THE EXTRA WEAR TELLS THE STORY

ARMORTRED
THE SOLE OF HONOR
RUBBER SOLES

will wear from 2 to 4 times as long as ordinary leather or rubber soles, and they will give perfect satisfaction to the wearer.

They do not crack, break away at the stitches, harden with age or show any of the faults of ordinary rubber soles.

They are lighter than leather and 25 to 50 per cent. lighter than the ordinary rubber soles.

You can sell more shoes and they will give better satisfaction if you use ARMORTRED RUBBER SOLES. They are as desirable for Winter as for Summer wear. If you cannot get samples of your dealer, write us direct, telling us of your requirements.

SEND FOR OUR LATEST ARMORTRED FOLDER.

The B. & R. Rubber Co., North Brookfield, Mass.

The R. M. Beal Leather Co.
Limited

Lindsay, Ont.

MAKERS OF THE CELEBRATED

**John Bull
Larrigans
and
Leggings**

Give us a trial
order and be
convinced.

No. 13
14 in. leg.



F. G. CLARKE, President
C. E. CLARKE, Vice-President and Treasurer
Established 1852

Manufacturers of
SHEEPSKINS
Of all kinds

Our sheepskins have been
the standard for quality
and colors in Canada for
over thirty years

Clarke & Clarke, Limited

General Offices & Works
Christie Street, Toronto

City Office & Warehouse
63 Bay Street, Toronto

BRANCHES

137 McGill Street, Montreal
G. S. HUBBELL, Agent

553 St. Valier Street, Quebec
RICHARD FRERES, Agent



Five New Lasts for Spring Selling

—Two Welts, One Turn, Two McKays

Each one of them a leader in its particular line. We are showing a most comprehensive range in both low and high cuts in various leathers, fabrics and combinations. Our range of styles is also most complete.

We particularly call to your notice our new Cushion Sole Welt.

OUR TRAVELLERS ARE ON THEIR WAY TO YOU

THE McDERMOTT SHOE CO.
Women's Shoe Specialists - - - MONTREAL

PACKARD'S BOUDOIR SLIPPERS

MADE IN ALL THE POPULAR SHADES OF
SUEDE AND GLAZED LEATHERS

A Splendid Seller
for the

HOLIDAY TRADE



See Descriptive Price
List and Send for
Sample Pairs.

Notice the New Lines

| DESCRIPTION | Sizes | Price | per pair |
|---|---------|--------|----------|
| Men's Dongola Slippers in Brown or Black - - - - | 6 to 10 | \$1.30 | |
| Men's Elephant Grain Slippers in Brown or Black - - | 6 to 10 | 1.00 | |
| Women's Suede Leather in the following colors: | | | |
| Grey, Red, Brown, Black - - | 2 to 7 | .85 | |
| Light Blue, Light Pink, Mauve - | 2 to 7 | 1.00 | |
| Women's Glazed Leather, Black and Brown - - - - | 2 to 7 | .85 | |
| Light Blue, Light Pink, Red | 2 to 7 | .87½ | |
| Misses' All Colors - - - - - | 11/2 | .75 | |
| Boys' Black and Tan } Same Style as Men's { | 1/5 | .85 | |
| Little Gents' " } | 6/10 | .65 | |
| Child's, All Colors - - - - - | 6/10 | .65 | |
| Child's, with Ankle Strap, All Colors - - - - - | 6/10 | .70 | |

L. H. Packard & Co., Limited

Montreal



Doctors
 ANTI-SEPTIC
 SHOE
 PAT 1906 1909 NON
 PERSPIRO

GOOD SELLERS

THE YEAR 'ROUND

The DOCTORS and the PROFESSOR SHOES are not affected by "freak" style changes. They owe their immense popularity to their practical adaptability to the wants of the average man.

Any shoe that has the health features, the serviceability, the comfort, the fit and the attractiveness of either the DOCTORS or the PROFESSOR SHOES cannot help but sell. But only these two famous brands can so successfully combine these features.

They should be well represented in YOUR stock.



THE
Professor

PAT. N^o. 119409
 +
 GOLD CROSS
 SHOE

*The Tebbutt Shoe
 and Leather Co.*

Limited

THREE RIVERS, QUEBEC

You Are Always Safe In Buying **KINGSBURY** Shoes



Shield Sandal—No. 35 Last.
In Patent and Dongola
Very Stylish and Neat.

No matter where you do business—whether in city, town or village—there is always a steady demand for “Kingsbury” and “America’s Beauty” Shoes. They have been known for years as the best medium-priced shoe in the market, and every year their reputation in this respect is enhanced.

Therefore you need not be afraid to order early this year—if you order Kingsbury Shoes. Good times or poor, they sell themselves. Not a shelf-warmer in the line.



Gaby Pump—Last No. 53.
In Patent, Tan, Gun Metal and Cloth
Combinations.
Sure to be a strong seller

Watch for our travelers.

Kingsbury Footwear Co.

Limited

Specialists in Ladies’ Footwear

MONTREAL



Women’s Patent Button. Short Receding Toe,
Scalloped Foxing, Spool Heel, Dull Calf Top.
Just the Shoe for the woman desiring something
stylish and unusual. You always have a few
customers of this character.

“Kingsbury”

“America’s
Beauty”

—They might be
truthfully called the
“Universal Shoes for
Women.”

Sold everywhere.



FLEX-WELT
Note where the shoe bends, very
comfortable, and one of our
best sellers.

Another Centre Shot For Tetrault

—our “TRIPLE ENTENTE” Last
—a masterpiece of good shoemaking



Our “Triple Entente” Last
Medium Round Toe
—Nothing More Dressy on the Market

The “Triple Entente” is a name to conjure by in world politics. It is the masterpiece of far-seeing statesmen, created to defend the civilized world from oppression. It will be victorious.

Then what better name for a masterpiece of good shoemaking conceived in a time of world stress than “Triple Entente.” The shoe as well as the occasion will be memorable.

As a dressy shoe for street or evening wear there is nothing that can touch it. It is quiet elegance that will appeal to every lover of good shoes. It has medium round toe, medium heel, comes in gun metal bal, whole fox, dull calf top, also in patent and tan, button and lace.

Our Dr. Carter’s Cushion Sole Welt

Is another new departure for this season which undoubtedly will be a very big seller. This shoe is made on a custom last with a very low heel. Nothing more comfortable on the market. Comes in Dongola and Gun Metal Leathers. When you see it you will certainly order.

Watch for our representatives. They will be on their way to you soon with a complete line of samples.

The Tetrault Shoe Manufacturing Co.

Montreal, P. Q.

Largest Manufacturers of Good Year Welts in Canada—BAR NONE

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 - - - - - Montreal, Que.



Rubber weather will soon be here

Soon your store will be besieged by customers clamoring for rubbers. They'll want them in a hurry, too, and no other brands but

“KANT KRACK”
 “DAINTY MODE”
 “ROYAL” and
 “BULLDOG”

will satisfy the great majority of them.

Your orders to any of the agents here listed will be carefully and promptly attended to.

New Tennis Samples are
now ready

It will pay you to wait and see these lines before placing your order for next season.



The Independent Rubber Co.

MERRITTON, ONT.

LIMITED

The Question :

Why is your stock of

**FLEET FOOT
SHOES**

like an expert acrobat?

The Answer :

Because it turns over quickly

LAST month we offered to give a pair of our new **Women's Tango Pumps** to any shoe retailer or clerk in a shoe store who sent us the correct answer before September 1st.

As a result, we are working overtime sending out quantities of complimentary pairs of these dainty shoes. Now we ask :

When is Your Birthday?

If you are a proprietor of a shoe store, don't overlook the circular and card enclosed in the September issue of **FOOT PRINTS**. It is interesting. If you do not get **FOOT PRINTS** regularly, send us your name and address, and we will be glad to send it to you every month with our compliments.

Canadian Consolidated Rubber Co.
LIMITED
MONTREAL, P.Q.

28 "Service" Branches Throughout Canada

SHOE & LEATHER JOURNAL

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Some War Arguments That Hold Water

Manufacturers Opportunity

With Canada dependent upon herself and the United States for practically all her requirements for the next few months or longer, manufacturers are confronted with a unique opportunity to increase their sales. Are they going to go after the business that awaits their serious seeking or will they pull in their oars, take salesmen off the road, cut out advertising and leave the field free for aggressive American firms.

Advertising Breeds Confidence

Following up this thought is it not reasonable to suppose that the attitude of the retail trade will be patterned on that of the manufacturers. If the manufacturers cry hard times, no business and financial stringency, they must expect to hear from the retailers the same kind of cries. On the other hand if they redouble their efforts to get business, show their confidence in Canada, the retail trade and themselves by continuing or increasing their advertising, they will stimulate the same sentiments in the minds of the retailers and will reap a harvest of business that will keep their factories going.

Who Gets the Business

Supposing six manufacturers competing one with the other are advertising and three of them practice the false economy of penny saving by eliminating their advertising, while the other three keep up their advertising and their other efforts to get business—who will get the business.

Protecting One's Credit

The world values you at a discount of a good many per cent. on your own opinion of yourself. If advertisers pull in their horns and so inform the world that they are hard up, that they doubt they ability to pull through, they will find supply houses and bankers having still less confidence in them. As a matter of protecting one's credit standing firms should continue their advertising considering that it costs so little and that it is so important that when they may need money they should enjoy a prestige which will command it.

Publicity Advertising

One answer to the argument that advertising cannot be continued because supplies or raw materials are no longer obtainable from across the ocean, is that the space can be used to excellent advantage to advertise the brand or the line in a publicity way and not for direct returns. Further-

more, the space can be used to take the trade into your confidence telling them just what your situation is and asking them to bear with you that they will be served as well as possible and to the best possible advantage. The space may be used also to protect one's trade against the inroads of competition from Canadian or American firms who may be in a position to supply similar goods and who will become strongly entrenched with your customers through their work during the war if you make no attempt to keep in touch with them through your advertising space.

Trade Papers Carefully Read

If there is one time more than another when a retailer gives special attention to his trade paper it is during dull times and when he may be at a loss where to turn to find an idea that will help him to make more sales, or information that will enable him to buy carefully, and save money. Therefore, advertising in a trade paper at this time is even more beneficial than usual because the trade are keenly interested in every page of the trade papers, because in any advertising or reading column they may find ideas or hints worth many dollars. Advertisers, bear this in mind when writing your advertising.

Replacing Travelers

Some manufacturers who are practicing economy have taken off some or all of their travelers. Many of them will find that their competitors are taking advantage of them by going after their customers hammer and tongs. If the travelers are to be taken off do not fail to use generous space in the trade papers to keep up the connection of firm with customer.

American Competition

Canadian firms who have competition from American manufacturers will have it more than ever now. Our neighbors are putting forth aggressive efforts to win Canadian business. Their export trade is absolutely demoralized as the continental markets are closed to them and they have not the necessary vessels registered under American ownership to develop South American or Oriental markets. In self protection they have got to sell in Canada and you can be absolutely positive that they are going to make greater efforts to do business with Canada than ever before. This conviction of ours is confirmed by correspondence with our American offices. In self preservation Canadian manufacturers must advertise.

May Remove to Larger Offices

The Retail Merchants' Association of Canada, who have their headquarters at 21 Richmond street west, Toronto, are thinking of removing to the top floor of the new Ryrie Block at the corner of Yonge and Shuter streets, Toronto, where they would have fine, well ventilated and admirably lighted quarters. One large room would be devoted to a club and assembly hall, while there may be a large area available for manufacturers all over Canada, who do not have permanent sample rooms in the city, to make displays of their various lines in suitable cases. These exhibits could be changed as often as desired and the space would be leased for so much a year. There would be a man in charge of this permanent show room. The idea has been generally favored by the small manufacturers and many of the large ones, and may be carried out. Secretary, E. M. Trowern, is interviewing various manufacturers in order to secure their views on the subject. The present quarters of the Association have, for a long time, been overcrowded and larger premises are necessary for the expansion of the work of the Association.

Many Exhibits at the Big Fair

The Canadian National Exhibition, Toronto, which is the biggest annual fair on the face of the globe and last year was attended by over a million visitors, was concluded last week and drew average crowds from many parts of Canada and the United States. The exhibits this year in the various buildings surpassed previous efforts made in that direction, being more numerous, more attractively displayed and better arranged. Several firms in the leather, footwear and findings lines annually take advantage of the great exposition to make more widely known the merits and prestige of their goods.

In the Manufacturers' Building the Anglo-Canadian Leather Co. had a fine exhibit of the Maple Leaf Brand of sole leather, showing about five hundred sides, backs and bends, as well as 2,000 dozen tap soles. A distinctly loyal touch was given the exhibit not only by flying the Union Jack and Canadian flags, but also those of France, Belgium and Russia. S. L. Lowther was in charge.

The Cook-Fitzgerald Co., of London, had an excellent exhibit of all new spring styles in shoes which were displayed in glass showcases and also on a banked background with a white puff effect. The booth was in charge of Fred. J. Fitzgerald, of London, and C. B. Price, of St. Thomas.

The Minister-Myles Shoe Co., Toronto, also made a creditable display in the main building of men's and women's snappy spring styles in Goodyear welts, the exhibit being under the direction of C. F. Schuszler, city traveler.

Walkover shoes were displayed to decided advantage in a prominent booth in the Manufacturers' building. It is understood that the Walkover people will be shortly opening a large retail store on Yonge street, Toronto.

The Scholl Manufacturing Co., of Toronto, occupied their usual booth and demonstrated the benefits of the appliances manufactured by them. Several new things were shown this year, including the new "Air-lite" arch support. E. W. Greenwood and Ross Cowan were in charge.

Gutta Percha and Rubber, Limited, had a good display of their mechanical lines and motor tires, including the Maltese Cross and Lion Brand of rubber footwear, tennis shoes, rubber heels, etc. The Dunlop Tire Co. had a pleasing arrangement of rubber goods, including rubber heels.

A. R. Clarke & Co., Toronto, who outfit a man from head to toe with the A. R. C. brand of clothing, had an

enterprising showing of varied lines manufactured by them, the booth being on charge of Theo. Trickey. There were 700 different kinds of gloves as well as bull hide, buckskin and sheep lined moccasins.

Under the supervision of L. R. Creveling, of Niagara Falls, Ont., a representative showing of the various lines of arch supports and props, heel cushions, etc., manufactured by the Canadian Arrowsmith Co., of Niagara Falls was shown. The firm featured their first aid "Foot Restur" and also their feather-weight arch support.

In the Process Building the Nugget Polish Co. had a splendid display and gave demonstrations of the merits of their various polishes in shining shoes free of charge and giving away souvenirs with each purchase, to the kiddies. John Harris, Canadian manager, was in charge, assisted by L. R. Howard, T. W. Hart and F. B. Bollard.

Other firms who occupied space and had nicely decorated booths were: The F. F. Dalley Co., of Hamilton, makers of Two-in-One Shoe Polish; Chas. Tilley & Son, Toronto, shoe dressings, infants' soft soles, boudoir slippers, and boys' and girls' footwear; Peters' Polish Co., Toronto, and Beal Bros., who had their usual place under the grandstand and showed several lines of oil tan larrigans and sporting boots, as well as shoe uppers in various leathers.

Have Several Pairs of Shoes

Continual wear of one pair of shoes, especially in warm weather, is not only detrimental to the wear of the shoes, but means added discomfort for the wearer. There is no healthy person whose feet do not perspire more or less and usually more in warm weather. The perspiration from the feet creates a very strong acid which in a very short time will rot the linings and robs the leather of its vitality. If one can afford extra pairs of shoes and forms to put them into, they will find it much more economical and much more comfortable.

Men of the middle-aged class usually adopt a sensible styled shoe which they wear from year to year; they have shoe forms made to slip into their shoes when they change them, and they have anywhere from one to three pairs of shoes.

This looks a little extravagant, but practice will convince one of the economy involved. The same pair of shoes should not be worn over one week at a time, at the most, and a change every other day is much preferred by the writer. Occasionally when the shoes are changed and forms put in, take the boracic acid which comes in powdered form and mix with equal parts of talcum powder. Sprinkle the inside of the shoes thoroughly with the mixture. The boracic acid will neutralize the acid which is found in so many shoes and the talcum powder will deodorize them from the obnoxious odor that comes from the inside. The talcum will also make the inside of the shoe smoother and more comfortable for the wearer.

Be a salesman as well as a shoemaker and build up your business. This means more profit and more satisfaction all around. In fact, you have got to take up live methods and build up your business or be run out by your competitors, so don't hesitate.—Shoe Repairer and Dealer.

To wear a pair of boots for forty-two years is the unique experience of Philo Thomas, aged eighty-nine, of La Prairie, Wis. The boots are a pair of the old-fashioned ones that come to the knee, and he bought them in Janesville in 1872, and has worn them almost every day since. They have been resoled four times. Gilbert Evenson, the maker of the boots, verified the story, saying that they were made of imported French calf and sold for \$15.

Dressing a Window That Is Out of the Ordinary

A Showing Made by a Montreal Retailer That Amply Repaid Him—Making a Display That Is “Just a Little Better”—A Toronto Dealer’s Idea—What About Your Own Fall Opening Window

Do you always strive to make your window displays above the usual run of showings?

Here is a window put in by a Montreal retailer, T. Dussault, 281 St. Catherine street east, which created much favorable comment. It was installed at the opening of the Fall season, and although it is by no means an expensive display, it has brought in many extra dollars for the proprietor.

The principal feature of the display is the large painting in the background depicting a Fall scene. This is amply backed up by a neat display card announcing the opening of the Fall season and the window is well stocked, but not overcrowded with suitable footwear.

Why cannot you always have your windows dressed so that they will cause the majority of passers-by to stop and admire, for as you no doubt are aware, interest created very often leads to a sale in cases where the purchaser had no intention of buying. To create interest though, you must have ideas, and the accompanying illustration is only one of the many executed by Mr. Dussault.

First and foremost however, you must have an attractive store front and advantageous window display space. With these advantages, it is comparatively easy to dress a window that will attract attention. Mr. Dussault realized this fact and a few months ago, when renovating his entire premises, he installed a first class store front, and states that his extra expense has, since the installation, been repaid many times over through increased sales.

However, to come back to the subject of well dressed windows, why not make up your mind right away that you

will install a “Fall opening display” that will make people open their eyes. Use some idea that will prove of more than ordinary value in attracting attention. Take a look around at what some of the other stores are showing. For instance, can you not reproduce a miniature forest scene in your display space. This makes a fine base for a Fall display of shoes. A Toronto shoe retailer last year worked out this idea to perfection and reaped much benefit. He endeavored to make his display as sylvan as possible and went so far as to visit a taxidermist and secured two squirrels, in order to make the scene more natural. Maple leaves aided him to a large extent and he secured many other bits of foliage by a Sunday walk in the suburbs.

The above is only one suggestion, but there are dozens of others that can be worked out at the present time to advantage. If you are not giving your windows proper attention, get busy now, and see if you cannot increase your sales and stimulate the interest of prospective patrons by a real live Fall window display.

A. Davis & Son, Limited, Kingston, are rebuilding their boiler and leach house, which was destroyed by fire some time ago. The structure is of re-enforced concrete, similar to their other buildings. They have not yet definitely decided whether they will re-build on the site of the old frame tannery before next spring, owing to the lateness of the season. The firm report that their power connections were established four days after the fire, and that since that time they have been busy making and shipping leather.



HANDSOME FALL WINDOW OF T. DUSSAULT, 281 ST. CATHERINE STREET EAST, MONTREAL.

How to Get After the Children's Fall Shoe Business

It Is Important in Building Up Desirable Year-Round Trade—A Practical Idea That Ought to Give Life to the Campaign in School Footwear and Keep Things on the Move—The Effect on Adult Trade.

The Casual Visitor has always liked children; so it gave him a thrill to be ushered into a department given over entirely to supplying the footwear needs of boys and girls. On every side there were evidences that this Juvenile Department was a success. It looked efficient physically. There was ample room for parents and children; there were on every hand indications that a juvenile spirit was fostered by the selling force and that there existed an understanding of the child mind—in regard, at least, to getting a comfortable shoe on the foot that was intended for it, says the Cleveland Trade Bulletin.

A Child's Atmosphere

Above the shoe shelves on three sides of the room were prints, in color, of scenes calculated to be familiar to children of six to twelve years.

The seats and other fitting fixtures were gauged to suit the child's physique.

It was a child's place—undeniably,

The buyer of shoes had led the Casual Visitor thither merely to further impress him with the completeness of the shoe department of the establishment—a large and progressive Western store. He had not intended to go into detail about the Juvenile Section further than to designate it as such.

Fitting Children's Feet

"So, here is where the children get fitted, is it?" said the Casual Visitor.

The buyer smiled appreciatively. He had not expected just that rejoinder.

"That is just exactly the idea this little department is built upon. We used the fitting idea as the central theme in our preliminary advertising four years ago, when we opened this department."

"You had always sold children's shoes, had you?" asked the Visitor.

Featuring Service to Children

"Yes, but not on a large scale, and we had not featured children's footwear in any way—not even in our advertising. We just sold children's shoes because there was a need for children's shoes among our clientele. We did not see a great deal of profit in them on the volume of business done. They sell cheaper per pair than a grown person's shoes do. It takes longer to fit them on and it requires more skill in selling, since the child has less idea than an adult of what fits and what does not. And then, when you sell a child a pair of shoes, you must deal with at least two people—and quite frequently with three—the child, the child's mother and sometimes its father or other doting adult."

"Fitting 'Johnny,' of six years, to a pair of school shoes is really a momentous occasion then!" laughed the Casual Visitor.

"Momentous is right," said the buyer, "and it is just that situation which led me to believe we could do ourselves and our customers a service by featuring the children's footwear in some special way."

"But in reality the children feature you, do they not?" asked the Casual Visitor. "That's the way it impresses me," he added by way of explanation, "as I look at these salesmen, each with a young customer before him, and from three to four waiting to be fitted, with an average, moreover, of one adult to every three children."

"Feature us? I should say they do. That's why we feature them. The children we fit in this department bring us some profit right here. And they bring in a great

deal more out in the adult section. And, more than that, they give us a prestige we could not hope to acquire in any other way."

Prestige is Essential

"And prestige is useful, I take it, in building up shoe trade?"

"Useful! It is absolutely necessary for a shoe department in a progressive store to have undoubted prestige. Competition, both in service and in values, is fierce when you consider the number of excellent shoe stores in a town of this size, to say nothing of the department store departments. You have just naturally got to have business coming in all the time to keep up sales and to make the margin of yearly profit. We think, however, that we have won the prestige due us from the children's point of view, and we know we get the business, both of child and of adult."

"Tell me how you did it or how you do it, if that is better," said the Casual Visitor.

The Central Idea

"I'll tell you both, for it has a past and present phase, one just as important as the other.

"We started out with the idea that the child usually has its own way in the long run when it comes to putting shoes on his feet. We also took cognizance of the fact that the child brings with him into the store one or more interested grown-ups when shoe-buying time comes round.

"We figured that at one or two big seasons of the year the child is the center of interest in the home, and that his needs are paramount.

"One of these seasons is just before school opens in September. Another is when he needs his second pair of school shoes.

"We picked the former season as a proper time to start interest in a distinct shoe service for children, and we have used it ever since to keep up the interest."

"You started out with the idea of having the school child work for you, as I understand it," said the Casual Visitor.

A School Shoe Sale

"Just exactly that. And we did it two ways. One was natural and the other acquired. Naturally, any child works for us whose juvenile needs bring his parents into our shoe department, and, eventually, into other departments of the store. In addition we formulated an advertising plan that actually permitted children to make our interests their interests."

"You mean you inaugurated a special sale of some sort to feature children's shoes before school time?"

Children's Shoe Week

"We did. It was called 'The School-Children's Co-operative Shoe Sale.' We used this sale idea to introduce a Children's Week in which we guaranteed to satisfactorily fit out with school shoes any school-child who came to us. We dwelt upon the completeness of our stocks, our facilities and equipment and the excellence of the selling force in our children's shoe department.

"That, of course, would have been of little use if we had not had the shoes, the facilities and the sales force. But we did have them. We proved it during our first Children's Week four years ago, and we have them yet.

Getting Juvenile Co-Operation

"In addition, as a special advertising idea, we offered prizes to the first fifty school children between the ages of

eight and twelve years who bought shoes of us during the Children's Week. The prizes were something simple, usually a booksack for school use or a desk set of good quality.

"But, besides this, we presented the fifty with School-Children's Co-Operative Shoe Sale badges. These authorized the children to become a part of our selling force. These children were permitted to bring into the children's shoe department any child friend who had not yet purchased school shoes. For this service we presented them, for each child brought in, with a neatly printed certificate of merit and the child who had the greatest number of these at the end of the week got a capital prize. This prize consisted of a complete outfit for school—one school suit, school stockings, hat or cap, books, pencils, etc.

"You would be surprised at the interest this creates among the children, and among their parents, too. Children talk a lot; their interest is genuine; their enthusiasm is sincere; their energy, while limited in volume, is intense while it lasts. We made advocates of the children. We have done this every year for three years. We are going to do it this year."

Generous Act of Rubber Employees

Emulating the example set by the Canadian Pacific Railway, the Canadian Consolidated Rubber Co., Limited, has asked all the employees of the Dominion Rubber System throughout Canada to contribute one day's earnings to the Canadian National Patriotic Fund. As the Dominion Rubber System is comprised of about twenty branches and warehouses from coast to coast, together with factories in Montreal, Granby, and St. Jerome, P.Q., and Port Dalhousie and Berlin, Ont., and employs several thousand Canadians, it is likely that their contribution will be a large one.

None of the factories of the Dominion Rubber System has been shut down owing to the war, nor have the hours of the workmen been reduced. In fact, in some cases, a ten hour day has been substituted for an eight hour day.

Do You Make This Profit ?

The retailing of shoes for women and children in the average store especially has undergone radical changes in the last few years. The sudden and frequent changes in style have made it imperative that the merchant keep his stock low at all times, says a big Western shoe man.

To make a satisfactory profit on shoes under existing conditions, it has been necessary to lengthen 'out the profits and increase the annual turn-over of stock.

Now about the percentage of profits. The profits for

boots should be 33½ per cent. on \$3.00; 36 per cent. on \$4.00; 38 per cent. on \$5.00, and everything above \$5.00 should run from 42 per cent. to 50 per cent. The profits on slippers should run 8 per cent. higher than boots and pumps, and low cuts 5 per cent. higher. The higher profit on slippers and low cuts is made necessary because the cost of clearing up is greater as it is necessary to close them out entirely at the end of each season.

The foregoing figures should give an average of 33½ per cent. above the cost of depreciation and clean up at the end of the season.

Children's shoes cannot be figured as high as women's shoes, but they can be turned oftener, which will make the net profit within a few per cent. of the women's. Children's shoes will stand an average mark up of 33½ per cent. Under existing conditions, it is possible to turn a children's stock three to three and one-half times annually.

The one thing that has been a great advantage to retailers is that most of the representative factories carry their fast selling numbers in stock. The stock department used right is a distinct advantage, but if it is abused, it loses its usefulness. The proper use of the stock department enables you to anticipate 40 to 50 per cent. of your business and serves as a size-up proposition.

Under the conditions found in most retail shoe stores, it is necessary to turn the women's stock two and one-half and the children's three and one-half times to show the profit a merchant is entitled to, who invests his money in the hazardous and nerve-racking shoe business of to-day.

The profits mentioned in this article are figured on the selling price and the turn-over of the stock on the gross amount of business, less the average per cent. of profit.

Derivation of the Word "Shank"

"Shank" is a funny word, and useful, too. It did not come from Mr. Shank, who owned the mare on which people commonly traveled before steam locomotives were built. It came from the old English work "chonke." This means the part of the leg between the knee and the foot. The meaning has been broadened. Now there is a shank of a shoe, a button, an anchor, a flower, a type, a foundry ladle and a few other things. There is also the green-legged shank of the bird family, and the shank painter, which sailors can tell about, and shank beer and shank pliers. Very likely an industrious person could hunt out several other kinds of shanks, but this number suffices to show that shank is a funny word.



A WELL ARRANGED SHOE DISPLAY WINDOW OF ASHWELL'S DEPARTMENT STORE, CHILLIWACK, B.C.

An Example to be Followed

We observe with every satisfaction the action taken by the managing director of Sir H. W. Trickett, Ltd., with regard to those faint-hearted buyers, who in a panic stricken moment are desirous of cancelling their orders, oblivious of the fact that later on they may have to pay more for their goods. If these gentlemen have no confidence in their Old Country, the firm of Sir H. W. Trickett, Ltd., like ourselves, have abundant faith in Old England yet.—*Boot and Shoe Trades Journal.*

The following is a copy of a letter recently sent out by the above firm, designed to put a little patriotic spirit into the hearts of those who, at the first alarm, sought to cancel their contracts:—

Re CANCELLED GOODS

Waterfoot, Aug. 15th, 1914.

Dear Sirs,—

We are sorry that you have taken what WE consider a very unpatriotic step at this crisis of the country's history by asking us to cancel your order.

We intend to stand by OUR engagements, and have not cancelled one shilling's worth of goods, nor do we intend to, as we feel it to be our duty to carry our share of the burden at the present time, our motto being "business as usual."

So we would ask you to consider the matter, and allow us to send in the goods when ready.

By doing this you will be helping to keep the worst enemy—HUNGER—from the door.

Trusting to have a favourable reply,

With kind regards,

Yours truly,

For Sir H. W. Trickett (1914) Ltd.
OLIVER EATOUGH (Managing Director).

Putting in a New Front

The store front that will pay the greatest interest on the investment is one that will produce the greatest amount of business, and in order to produce business, it must fit the conditions around which it is installed—it must fit the business.

By that I simply mean that the man in the shoe business must have a store front so arranged that he can display shoes so that the people will be attracted to and into his store—it must be so built that he can show all his shoes in their respective seasons. The jeweler likewise needs a jewelry store front, the furniture retailer a furniture store front, and the clothier and haberdasher needs a store front that will likewise fit his business and conditions. Clothes are something we all need, but naturally when we buy we are attracted to the store which, we believe, gives us most (both style and quality) for the money we spend. And is there a more logical way to so impress people that yours is a logical store to patronize than by a good representative shoe front?

Someone recently made a statement regarding store fronts that rings true, because it is founded upon good horse sense. He said: "Good store fronts cannot be made up by the mile and then cut into pieces to fit the various openings." If you were to go on a store front inspection trip, you would be surprised to find that a great majority of all store fronts are alike—or at least look alike. You would find shoemen, florists, grocers, butchers, jewelers, hardware dealers, furniture dealers and clothiers all trying to pull the people into their stores through the same kind or style of store front.

It would look as if so many fronts had been "slipped off a string of fronts to fill the various spans."

If you contemplate remodeling your present front, or building a new one, give it your whole heart. Don't content yourself by calling in a local carpenter and say: "Gus, I need a new front, when can you put it in?"

It isn't your civic or personal pride that keeps "nagging" at you to put in a new front—it's your natural business instinct. Your prosperity depends absolutely upon the sales made in your store, and do you know of any element capable of producing as many sales as a modern store front?

Repetition Need Not Stale

Joe Jefferson was once criticised for playing only Rip Van Winkle for so many seasons. He replied: "I would rather play one part in fifty different ways than play fifty different parts all in the same way."

It was said of him that he was able to go to each performance of Rip Van Winkle with a zest and keenness that never allowed his wonderful talent to go stale, because he remembered always that each time he was playing for people who had never seen him before and his reputation and his talent were on trial before those people.

When a business man goes to his work each day with the thought that this day's work is to impress new people and make for general reputation he will then understand why no man can afford to rest on his oars or trust to laurels already won.

News Notes From Winnipeg

John Lauffer, the veteran representative of G. V. Oberholtzer Co., Berlin, Ont., was in the city recently on his way West.

Hugh Murray, of Murray's Limited, Calgary, spent a few days in Winnipeg recently on his way east to Toronto, Montreal, Boston and other shoe centres.

L. Godbolt, western representative J. & T. Bell, of Montreal, who spent a few days in that city recently, has returned.

R. F. Eadie, secretary-treasurer of the Rannard Shoe Co., has returned from spending a holiday in Brampton, where he visited his mother, who is 87 years of age.

W. F. Locke, manager of the shoe department of the T. Eaton Company, has returned from an extended trip to Toronto, Montreal, New York, Boston and other cities.

Among the travelers who have been recently calling upon the trade were Frank Mercer, of the Brandon Shoe Co., Brantford; Robert Tobin, of the Adams Shoe Co., Toronto, and Coates, Burns and Wanless, of London; W. E. Short, of the Kingsbury Footwear Co., Montreal; and L. M. Stock, of the Walker, Parker Co., Toronto.

A. R. Rannard, brother of C. F. Rannard, a member of the Rannard Shoe Co., who has been for some years on the Appraiser's Staff in the Local Customs Office, has resigned, and will devote his entire time to the interests of the Rannard Company. He will assist the president and general manager, C. F. Rannard.

A. N. Douglas, lately with the H. G. Middleton Co., is now with W. A. Marsh Co., Western, Limited, the name of which firm will shortly be changed to Congdon & Marsh, Limited. Mr. Congdon will be president of the re-organized company, and Mr. Douglas secretary-treasurer and general manager.

Mills C. Simpson, of Tom Stedman Shoe Co., western selling agents for the Williams Shoe Co., Brampton, is on an extended trip to various towns in Manitoba and Saskatchewan.

Western Shoeman Believes in Attractive Store Front

Here is a Winnipeg Retailer with One of the Finest Stores in the West—A Few Facts About His Own Establishment—Says a Neat Front and Interior Mean a Largely Increased Revenue.

Western Canada can boast of a large number of shoe stores with Metropolitan appointments, service, and all-round up-to-dateness, and for tasteful decoration, attractive

merchant should have a modern front, no matter what the cost may be, and states that, did the man with the poor front and inadequate window display space know the extra profits he could obtain by installing an attractive one, he would not be long in having one in stalled.

The interior of the store is also attractive, as can be seen by the illustration. Long benches run the length of the store, down the centre of it. A well stocked findings case is set immediately inside the entrance, where it attracts the eyes of every patron entering the establishment. The office is situated at the rear of the shop, and by a mezzanine gallery arrangement, Mr. Devlin is enabled to keep a close watch on things at all times, and at the same time pursue his clerical work in the office. The store is divided, the men's department being on one side, and the women's on the other. Attention is being given in the store to the little things which are the ones that count. Neat display cards at various intervals are arranged to get best results. The rugs running the full length of the place add much to its general attractiveness, as do also the first-class lighting facilities. The ceiling is finished to give a panelled effect.

Altogether, the Ryan-Devlin store is one of the most attractive. It is of the type which it is to be hoped will become more popular in this country, and Mr. Devlin is of the type that is responsible for the high pinnacle which has been reached by the Canadian retail shoe store.

Like the problem of keeping an establishment as free as possible from dust and dirt, the task of cleaning our show windows is always with us. Almost every merchant has his own manner of carrying on this routine work. By the way of lightening the burden, the "Advertising World" advances what it believes to be a good recipe:

"Take of prepared chalk, nine ounces; white bole, one-half ounce; jeweler's rouge, one-half ounce; water, five ounces; alcohol, three ounces; mix thoroughly. Apply this paste with a soft rag, and rub off with another clean soft rag."



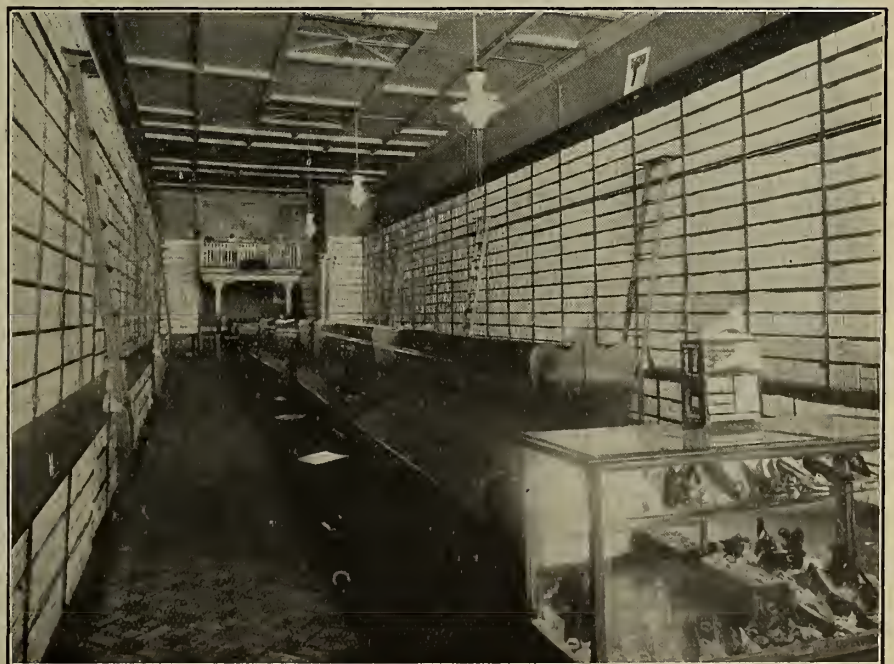
W. T. DEVLIN, WINNIPEG

windows and show cases, and general comfort of them none can surpass the establishment of the Ryan-Devlin Shoe Co., Limited, at 494 Main Street, Winnipeg.

This is one of the largest and best retail shoe houses west of Toronto, and carries a stock of high grade footwear equalling in quality and style that to be found on the shelves of any big shoe establishment. The man who is at the helm of the enterprise is W. T. Devlin, who act as president and managing director of the company.

Mr. Devlin started in the footwear business in Winnipeg in the spring of 1883, entering the employ of A. G. Morgan. He left this employer the next fall to go with Thomas Ryan. Three years later he joined the Hudson's Bay Co., and was made buyer in 1895. In 1901 he bought out his former employer, A. G. Morgan, and conducted this business until 1908, at which time he amalgamated with the Geo. Ryan Shoe Co. This latter company had acquired, in the previous year, the shoe business established by that pioneer, Thomas Ryan, in 1874.

The amalgamated companies were rechristened the Ryan-Devlin Shoe Company Limited, and since 1908 have been operating a very successful and constantly enlarging business with the better class of Winnipeg patrons. Mr. Devlin is a firm believer in the policy of frequent change of window displays, and says that he feels many extra dollars have come into the store through this policy. He also believes that every shoe



AN INTERIOR VIEW OF THE RYAN-DEVLIN SHOE HOUSE, WINNIPEG

From the Fyles of 1888



Origin of Dongola.—A manufacturer of glove leather at Gloversville spoiled a considerable lot of good leather making it unfit for use as far as gloves were concerned. Taking it to Haverhill he found it could be used for shoes. What shall we call it, inquired the shoe manufacturer? It was tanned with Dongola oil, was the reply, so dongola it was called.

* * *

President Cleveland, for political reasons, has outdone the Senate in denouncing the provisions of the Fisheries Treaty with Canada as a “provoking instance upon rights neither mitigated by the amenities of natural intercourse nor modified by the recognition of our liberality and generous consideration.”

* * *

We append a reproduction of the buildings and grounds of the Industrial Exhibition of 1888, now the Canadian National Exhibition.

This will give some idea of the growth of this enterprise, as well as of Canada in the twenty-six years.

Amongst the visitors to the JOURNAL office during Exhibition week were Mr. C. N. Broom, of St. Stephen, N.B.; Mr. Armbrust, of Berlin; W. Miller, Owen Sound; Mr. Taylor, Clinton; Jas. McRae, Paris; I. B. Brook, Cobourg; A. Foster, Pembroke, and Mr. Thompson, of Thompson & Fraser, Pembroke.

Amongst the visitors to Montreal noticed by our

Montreal representative were: J. H. McBrien, Toronto; R. J. Kincade, Toronto; J. T. Brown, Guelph; D. B. Pratt, Hamilton; C. Bickell, Toronto; C. Knees, Toronto, and others.

Should Have Extra Pair

The shoe repairer who is in the business for profit and not for his health or simply to kill time, realizes the importance of salesmanship as an element entering into the business of shoe repairing and is continually looking for means and methods to this end.

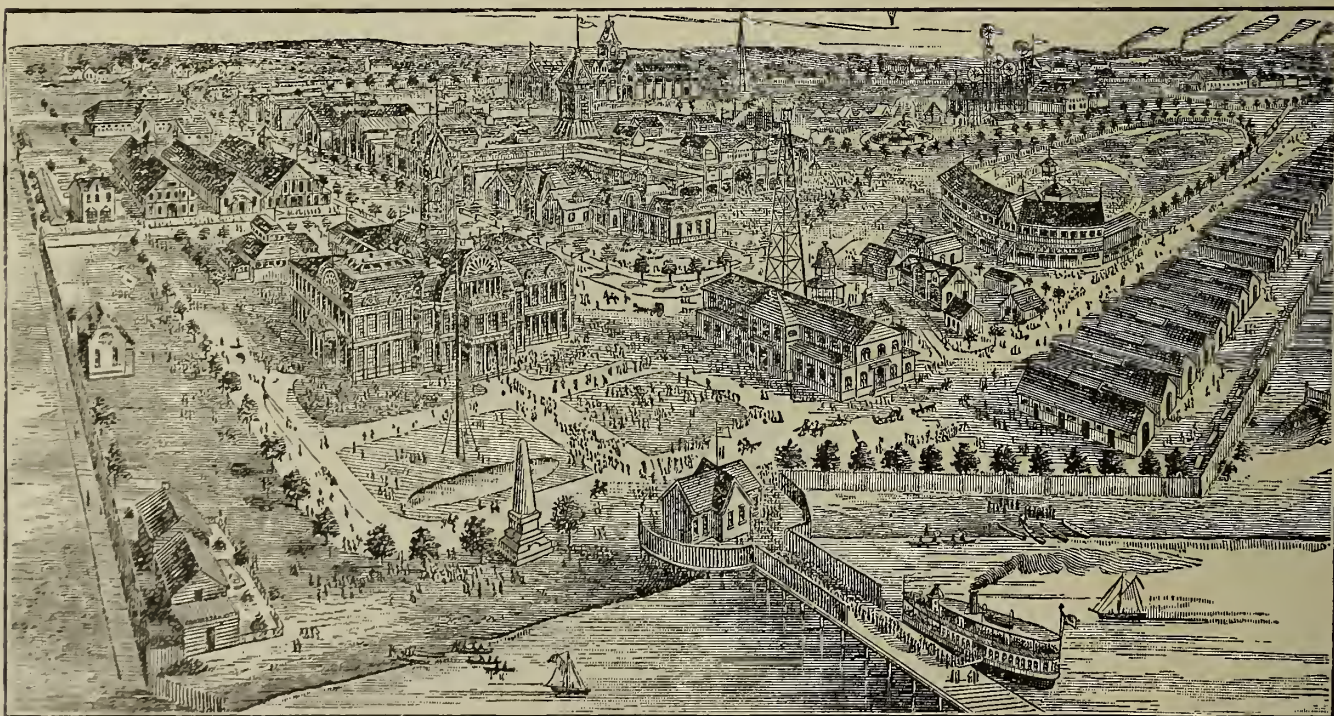
Among the various lines of talk to put up to the waiting customer, the Shoe Repairer and Dealer advises that you consider the matter of extra pairs of shoes as a worthy argument. It is never difficult to convince a person that old shoes are more comfortable than new ones—they all know this from experience. But how many shoemakers try to convince their customers of the wisdom of making their old shoes last longer for this reason, thus securing more work for the repair shop?

How Farmer Viewed Advertising

A merchant met a farmer carrying an express package from a Chicago mail order house. “Why didn’t you buy that bill of goods from me?” he asked. “I could have saved you the express charges, and, besides, you would have been patronizing a home store.”

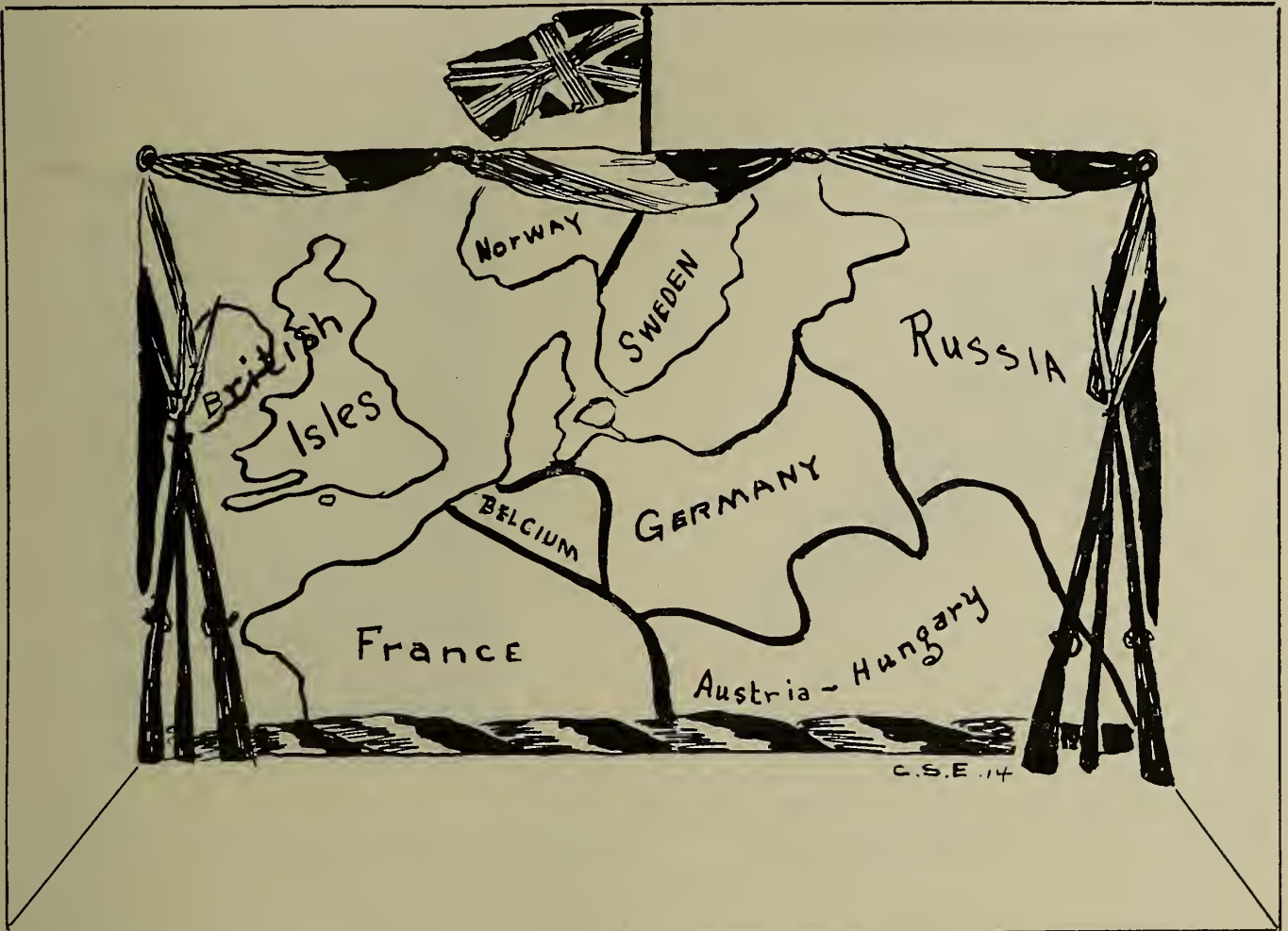
The farmer looked at the merchant for a full minute and then said: “Why don’t you patronize your home paper and advertise? I read them and did not know you had this particular line.”

In lieu of moral, this comment is made: The retailer thinks that the business of his territory belongs to him, and so it does, but the same kind of support you expect the farmer to give you, you should be willing to extend to your local publisher.



HOW THE TORONTO EXHIBITION GROUNDS APPEARED OVER A QUARTER OF A CENTURY AGO.

Increase Your Trade by Having a War Window



In view of the present war in which Britain is engaged, the window outlined below should prove of special interest.

A large "war-map" should be used for the back-ground. This can be made by making an enlargement from one of the maps printed in the newspapers, by means of a pantograph. After the outline is drawn, color the different countries with water-colors. Beaver board is a good material on which to paint the map because of its stiffness.

Red, white and blue bunting should be draped around the edge of the map and a Union Jack should surmount the whole. The flag can be kept in motion, if desired, by means of a concealed electric fan. Army rifles should be stacked in each of the corners at the back of the window.

Price tickets or style-tickets should be cut from grey cardboard, in the shape of a battleship, and the price or style-number should be lettered in white. Special names could be given the different styles for the occasion, such as the names of British Warships.

If your window is one that affords an easy entrance, further attractiveness could be added to the display by using colored pins to represent the different armies and fleets. The position of these would have to be changed frequently so as to conform to the latest reports of the war.

A model warship made from light lumber and cardboard would make an attractive center piece for this display.

Suitable window cards can be made out of grey cardboard with the outline of a battleship drawn in white and lettered in light grey outlined in white.

THE SHOE AND LEATHER JOURNAL has received from I. C. Brook, of I. B. Brook & Son, Melita, Man., several choice samples of show card work. He attained his proficiency in the art by following the course which has run for the past two years in this paper and was concluded last month. Mr. Brook has certainly made fine progress and his work shows talent and fine judgment. The illustrations on each card are appropriate and the lettering effective and attractive. Mr. Brook says, "I was just a beginner when I first read the lessons in your paper and while I do not claim yet to be an expert on the job, I have kept at it and have tried to improve."

The second course of the table d'hote was being served. "What is this leathery stuff?" demanded the corpulent diner. "That, sir, is fillet of sole," replied the waiter. "Take it away," said the corpulent diner, "and see if you can't get me a nice tender piece of the upper with the buttons removed."

Breezy Briefs From St. John

Dealers in St. John, N.B., have not felt any serious effects in shoe sales as a result of the European trouble, but they feel if the war is prolonged to any great length there will be a certain lessening of returns. Of course, by this is meant that there will not be the same readiness on the part of customers to purchase fancy lines, but they believe that the run on the ordinary class of shoes cannot lessen to any great extent. Not for a year, at least, do they anticipate that there will be serious results in business, and this will be caused largely by possible advances in the price of stock, owing to the scarcity of leather.

Personal letters have been sent out by many firms in St. John to customers advising them that while the war is a serious matter, indeed, and one of national import, it is not right to be "panicky" over it. There is bound to be a natural tightening in money circles but all must bear the burden. This in brief has been the tone of the letters issued, which have had encouragement to patrons as their object. At the same time shoe merchants realize that people must have shoes, war or no war, but in their orders to the manufacturing houses they have been careful to book more than the ordinary proportion of average shoe stock, rather than the particularly high-class lines. The opinion is that economy will be the general watchword with people throughout Canada, and there will be a curtailment of purchases of things other than are absolutely needed.

Shoe houses in St. John are offering their quota to the great Canadian contingent going forward for the overseas service in the defence of the Motherland. One of the most prominent in this connection, is Ralph St. C. Hayes, a lieutenant in the 3rd Regiment, Canadian Artillery, now on duty on Partridge Island at the entrance to St. John Harbor, where a battery has been stationed. He has for the last few years been engaged in business with his father, ex-Alderman R. T. Hayes, general manager of J. M. Humphrey Co., Limited, and is regarded as having a bright future in military circles. Mr. Hayes has volunteered for the foreign field and will leave in a few days for Valcartier, Que., whence he will go to Europe, into action with his regiment. He will be greatly missed in the Humphrey boot and shoe offices, but best wishes will follow him through the war.

Another member of a local shoe staff, Harry Adams, left St. John recently in the Canadian Signalling Corps. He has for some time been employed with the Ames-Holden-McCreedy Co., in this city. The members of the staff before his departure for the front presented to him a valuable military wrist-watch. The presentation was made by W. M. Angus, local manager, in behalf of the staff. At the same time there was another presentation to another one of the employes, J. Walter McIntyre, who received a handsome traveling bag. He is leaving the shoe house to enter the Methodist ministry.

Another St. John shoe man who is active in the local militia endeavors is David B. Pidgeon, who is a lieutenant in the Army Service Corps. This unit has volunteered for service in the foreign field and Mr. Pidgeon has volunteered with them, but there is as yet no word of them being taken. Forty volunteers from the corps have already gone forward. A. G. Rainnie, manager of the D. K. McLaren, Limited, belting, hose, and mill leather supplies, and a brother-in-law of Mr. Pidgeon, is also a lieutenant in the Army Service Corps, and like him, has volunteered if the unit be needed for the overseas service.

It is interesting to note that the commander of this unit, while not exactly in the shoe business, is so closely identified with it as to rank as one of the trade, that is to say he is A. E. Massie, local manager of the Canadian Consolidated Rubber Co., holding the title of lieutenant-colonel, richly merited after a lengthy career in the militia. Col. Massie

was one of the first to submit his name to the department for whatever services he was needed, and has been active locally in arranging for the issue of rations, transport, equipment, and other matters connected with the bivouacking, and entraining of the large body of volunteers from St. John.

An Energetic Representative

H. D. Lewis, who is widely known to the shoe trade in the Maritime Provinces, took charge of the wholesale department of L. Higgins & Co. at their manufacturing branch, Yarmouth, N. S., in 1904. He held this position for six years, the plant being destroyed by fire in 1910. Mr. Lewis then joined the wholesale staff of the Amherst Boot and Shoe Co.,



but remained with that firm only a few months, when an opportunity presented itself for him to take a position on the road, and for a year, he covered western Nova Scotia with the lines of a Quebec shoe firm and the Fraserville Shoe Co. W. F. Tanner at that time being special representative for this firm in the Maritime provinces. In 1912, the Fraser-ville Shoe Co. appointed representatives for the Maritime provinces and at that time, gave Nova Scotia and the St. John River to Mr. Lewis, which ground he holds today, and has worked up a steadily increasing business. He likes the road and has made many friends in connection with the trade.

Best Wishes From Girl Friend

"My best wishes for victory over the Germans.—A little French-Canadian girl who interests herself deeply in the Canadian soldiers." This was the patriotic message found by a soldier in the 65th Regiment, Montreal. The words were carefully written on an old slip of paper fixed to one of the new pairs of boots which are given out to all the men. A short time ago an order for regimental boots was given to a Montreal firm, and the greatest enthusiasm and delight was shown by the factory workers when they heard they were to supply Canadian soldiers going to the front. The words were written on a bill head of the firm in a girl's writing, and the man who found them is believing firmly they will bring some special good luck. The message from the unknown little Canadian girl is an indication of the enthusiasm which exists for the soldiers among every class of worker in Montreal.

Breezy Gossip on Leading Shoe Styles For Spring

The spring samples of Getty & Scott, Limited, of Galt, are right up to the mark in style, fit and finish. The gaiter effect is being featured in a number of models, with fabric quarters, Belgian silk and Belgian vesting, as well as brocade effects in a number of pleasing patterns. The medium recede toe is very popular. Five new lasts for women have been installed. Heels are seen in leather spool and celluloid covered Louis and Cuban-Louis. Plain toes are very strong and there is a liberal representation in kid as well as patent leather. The coming season would appear to be a black one and numerous artistic creations are presented. The stage last is also a leader and will likely prove a warm favorite with the trade.

In the McKay line four new lasts have been added and all are good fitters. Patent with black tops and quarters are well represented. In the high cuts are observed many effective combinations, a panel patent shoe with gypsy seam and covered Cuban-Louis heel being very attractive. There is also a woman's dull kid button with spool heel. The panel front is also seen in pumps. A colonial with white buck forepart and tongue and patent quarters, with black and white buckle, and covered Louis-Cuban heel is decidedly snappy. Another offering in low cuts is a patent leather, with Russian cloth quarters, rhinestone ornament, and spool heel. There is also a fine showing in Cleopatras and Colonials, many with fabric quarters and recede toes. For the kiddies a two-strap pump in turns and McKays, made in patent and gun metal, is being featured. Instep strap slippers are also displayed in various leathers. The lasts for the juvenile feet are mostly of the wide order being culture, foot-form shapes. A three-hole tango tie for the children is interesting and neat. A new last for growing girls has a wide, medium round toe and comes in all leathers. Four new lasts have been placed for growing girls. For women a fat ankle, kid button boot, with felt cushion insole and low heel with

self tip is noticed. In women's welts, McKays and turns, growing girls' welts, McKays and turns, misses' welts and McKays, girls' welts and McKays; children's turns and youths' and little gents' button and lace, welts and McKays, the firm are showing over five hundred samples for spring, which is the most comprehensive range ever turned out and reflects credit on their enterprise and progressive spirit.



PATENT BAL, MEDIUM SQUARE EFFECT TOE, STITCHED TIP, SEVEN-EIGHTH HEEL—BY HART BOOT AND SHOE CO.

Getty & Scott report business as brisk and orders for spring coming in rapidly. The firm are presenting to the trade an eight color hanger in oak frame, giving a view of the big factories and working men's homes in the distance, while there are pictures of Mrs. and Miss Classic, and printed in artistic lettering are the words "Home of the Classic Shoe for Women and Children."

Ames-Holden-McCready Limited, Montreal, are showing for the spring trade a line of footwear which they state



LA VALLIERE, PATENT FOREPART, RUSSIAN BROCADE QUARTERS, COVERED LOUIS HEEL, STERLING SILVER BUCKLE.



GUN METAL PUMP, WITH PANEL FRONT, JET ORNAMENTS, SPOOL HEEL.



PATENT COLONIAL, COVERED BUCKLE, SPOOL HEEL, MEDIUM RECEDE TOE.

BY GETTY & SCOTT, LIMITED

has been rendered their best ever by the addition of a number of new lasts in both the men's and women's showings. Amongst their new lasts is a woman's gunmetal button, carrying a fairly long recede toe, medium high heel, and is sent out in cravenette tops as well as all leathers. Taken all around, on their women's lines, they show a much wider range than they have ever done before and have a variety of pumps, some colonials with buckles and tongues, seamless pumps, with colonial trimmings and "foxed" pumps in various combinations, which are decidedly new and very



GUN METAL BAL., FULL ROUND TOE, ON "YALE" LAST—BY BRANDON SHOE CO.

effective. Very few oxfords are shown as this line is being replaced to a great extent by the foxed pump. They also have a seamless pump with a toe cap and a flat leather bow with perforated edges, which should be a winner. A number of button boots in tans and blacks, with leather and fabric tops are shown in their high cut lines. There are some pretty combinations in grey cloth and gunmetal leather. They are also showing an extensive line of misses', children's and infants' goods in the popular leathers, and to this line have added several new lasts which seem to be excellent fitters.

In their men's lines, the company are showing various colors in calfskins. The regular tan and London brown seem to predominate in these lines. They state that quite a demand is expected for mahogany brown in the men's lines and therefore have prepared several neat looking models of this class of leather. They have a number of fine lasts, a medium toe, and a medium wide toe carrying very low heels. Needless to state, they are also showing a full

line of recede toe shoes for men, although they are preparing for the large demand in the medium high toe and heel.

Showing Many New Lasts

Corbeil Limited, Montreal, announce that they are showing altogether 15 new lasts, in their spring samples. They have a fine line of men's footwear and have sampled strongly in receding as well as in modified high toes in mohogany tan, gunmetal, and patent leather, shown in bals, buttons and bluchers. Amongst their new lasts is a London toe bal carrying a seven-eighth heel. This is an extremely neat shoe and is turned out in all leathers. Another style they are showing which they are confident will sell strongly during the spring season is a medium round toe and medium high heel last in all leathers and patterns. But what they state is a particularly fine feature of their full set of men's welts is the large range of shoes on every last and style to retail at \$4.00. In these lines they have specialized, and are also turning out a nice assortment of boys' footwear which invites attention.

Patent and Gunmetal Will Lead

The Murray Shoe Co., Limited, London, are showing for spring three new lasts for men, and four new lasts for women, and believe that gun metal and patent will sell best in men's lines with a fair show of colors. The firm are of the opinion that the modified high toe will have the call in blucher and button with balmorals on the recede toe. In women's low cuts, colonials and pumps will prove the favorites in dull and shiny leathers and fancy fabrics. In high goods, buttons in dull and shiny leathers will certainly be the winners. The firm expect that fabric tops will have a strong demand. The range for spring, which the Murray Shoe Co. are presenting, is right up to the mark in style, fit and finish.

Speaking of business conditions, the firm say that they do not consider any person should be alarmed. While certain industries may have trouble to keep their help employed through the winter, the shoe and leather industry should have a revival, and the company add, "We think the retailers, who can foresee conditions in the leather industry, should lose no time in placing their spring orders. Leather has gone up, and will go higher. A few manufacturers who were far sighted enough to cover, can and are now selling at old prices. How long they can continue doing so, depends on the materials they have on hand, and the amount of orders they receive. After that, the short sighted



PATENT COLONIAL, PEACOCK CLOTH QUARTERS, SPOOL HEEL, ENAMEL BUCKLE—BY THE MURRAY SHOE CO.



COLLEGE GIRL'S BAL., PATENT LEATHER VAMP, MATT CALF TOP, MEDIUM ROUND RECEDE TOE, 8-8 HEEL—BY STAR SHOE CO.



NUT BROWN OXFORD, BLIND EYELETS, MEDIUM RECEDE TOE. FOR EXTREME LIGHT SUMMER WEAR—BY THE MURRAY SHOE CO.



PATENT BUTTON. BLACK CLOTH TOP, PATRICIAN LAST



PATENT BUTTON, BLACK CLOTH TOP, ON GRECIAN LAST.



PATENT BUTTON, BLACK CLOTH TOP, OPERA HEEL, ON RITZ LAST.

BY BLACHFORD SHOE MANUFACTURING CO

buyer will have to consider selling his goods at least a half dollar a pair over his competitor who bought early. We think that now is the time when the retailers should absolutely refuse to consider buying imported shoes. The people of this country require employment, and the shifting over from imported shoes to the domestic article will mean thousands of dollars for Canada."

Button Boots for Boys

The Star Shoe Co., Montreal, are offering to their customers three new lasts for the spring and summer season. One of these new lasts is a "College Girl" model carrying a medium round recede toe and an 8-8 heel. It is shown in a patent bal with a matt calf top, but is sent out in gunmetal calf, kid and mahogany tans. Another new line shown by them is their "Educator" last for misses, children and infants. They also have a woman's shoe that is on a very neat last. It carries a medium toe and heel. It is the opinion of the firm that a great many button shoes will sell in the boys' lines for next spring. Cloth tops will also go strong with the juveniles.

Strong Line of Samples

Jas. Robinson, Montreal, is showing a particularly strong line of samples for the 1915 spring season. He has added several new lasts to his lines, among which is a man's recede toe, full fitting last with low heel. This is a very attractive shoe, and Mr. Robinson states that toes will be a little lower in all lines. Another new last which he has installed is a full recede toe with a low flat heel seen in all leathers, in buttons, bals and bluchers. This is built pretty much along the lines of the other recede toe last, but it is a shade lower. In the women's lines a very wide range is to be seen, although changes are very few. The firm is this year featuring a medium price line of colonials and pumps in patent and gunmetal leathers, and have also added a lot of staple goods in medium price McKays. Pumps, Mr. Robinson declared, would be particularly strong, and a good showing of them is being made in the samples. Oxfords, particularly in the women's lines and to a large extent in the men's also, have died out, although there is still a fairly good call for the four button oxford in a man's shoe. A ladies' pump is shown of patent leather, D width, with a full toe and 14-8 heel and presents a very neat and attractive appearance. Another strong selling line is a man's swing last carrying a full toe with a medium heel. Mr. Robinson states that business for the spring season appears to be increasing and he looks for a fairly good season when things

start to pick up. He believes that the retailer buying early will make no mistake, as many manufacturers are quoting a general increase of ten and fifteen cents on all lines.

An Unusually Full Range

The Slater Shoe have installed several new lasts in their samples, and are showing an unusually full range for the next season. They have a new man's last which is built upon exceedingly neat lines. It is patent colt, whole foxed bal, matt calf top, carrying a low heel on a raglan last. The long narrow toe effect makes it appear very neat, and the Slater Shoe Co. consider it one of the finest offerings they have. Recede toes, medium and extreme, are seen among their samples, and all have the proper lines to make them prove big sellers. Another shoe on which they are relying for the spring trade is a man's medium high round toe with a fairly high heel. This shoe is sent out in all leathers. They also have a straight London toe with a low heel shown in mahogany tan, that is worthy of favorable mention. Another neat last has a wide round toe and fairly low heel. Numerous samples are also shown by them carrying cloth tops in all the favorite shades and fabrics. All the different leathers are being sent out by the company, and there are several samples seen in mahogany tan which seems to be gaining in favor in the opinion of the firm.

Snappy Lasts for Women

The Regina Shoe Co., Montreal, controlled by J. I. Chouinard, are showing a complete range of women's goods



PATENT BUTTON BOOT, BLACK CLOTH TOP, MEDIUM RECEDE TOE—BY BRANDON SHOE CO.

for spring, 1915. They have installed five new lasts. One of these is a woman's extra large last running in sizes from 2½ to 10. They also have a stage last which is of a pattern supposed to be the very latest style in Europe. This shoe

carries a 14-8 heel. Another model seen in the Chouinard samples is a growing girls' shoe with a round medium toe and fairly high heel. They are also sending out some fine



PATENT PANEL BUTTON BOOT, GYPSY SEAM, COVERED CUBAN-LOUIS HEEL, KID LINED. BY GETTY & SCOTT.

samples in men's footwear in a range running from recede to high toes. They have three new lasts, among them being a new recede toe and low heel style, and a medium toe last with a medium size heel. This shoe is seen to very good effect in patent colt with a dull top finish. Another new last is a man's medium recede toe, mahogany tan bal with leather facing and a fawn colored cravenette top. This shoe carries a low heel. It is the opinion of the firm that oxfords will sell fairly well during the spring, as they state that there have been many calls for it during the present sorting season, and a continued demand is looked for next spring. Fancy tops in women's high class shoes are also shown to a considerable extent by the Regina Shoe Co., and it is expected that they will sell well with a certain trade. The principal colors seen are black and gold, black and light blue, and other such combinations. The firm's travelers have all left for their respective territories.

Several Handsome Models

The Wayland Shoe Co. Ltd., of Montreal, who specialize in men's goods, announce they have four new lasts for the



PATENT LEATHER CASTLE PUMP, BROCADE QUARTERS, CUBAN-LOUIS HEEL, MEDIUM RECEDE TOE.

spring and summer season. One of them is a new London straight toe carrying a low heel. It is a very attractive shoe and the company feel it will be a strong seller. Another new line which will undoubtedly have a good call from men

who desire a comfortable shoe is their "Tramp" last. This is a very broad toed shoe with a low heel. Another of their new models is a long extreme recede medium wide toe last with a low heel. This shoe presents a duck bill effect, and it certainly is built upon very neat lines. They are also showing a French last with a square medium high toe, very long quarter, and medium heel. The majority of these lasts, the company believe, will prove good sellers with the city trade. The large demand, it is expected, will be for the medium high toe and heel shoe. This has proved very popular with patrons of the firm this past season, and it is pretty certain that it will continue to have the call next year. A fine showing of cloth tops is being made by the Wayland Shoe Co., who state that the demand for this type of footwear is increasing all the time.

The Aylmer Shoe Company are showing some very attractive samples for spring on medium recede toes, having installed several new lasts. There are a number of offerings in both button and blucher, some with cloth tops, and the line is unusually complete. The firm have put in a number of new lasts and believe that the moderate recede toe will be the best seller for spring. They report that orders are coming in very well.

Faults on Both Sides of the Trade

"I think that faults are on both sides of the shoe trade," remarked a leading business man, the other day, "one shortcoming on the part of the manufacturers is that they do not, in many instances, deliver goods when they promise, and yet a retailer will frequently write in and receive no satisfactory answer from the firm. Then one day, along will come the consignment, with no explanation regarding the delay. Now I think the least a shoe manufacturer can do when he cannot get an order out on time, is to write the retailer before hand, telling him frankly the reasons of the delay, and pointing out specifically when the goods may be expected. Some manufacturers do this, but I hear that too many neglect this important consideration and they seek to rush in belated orders, hoping that by the policy of silence, they will get them accepted.

"On the other hand, there is a great deal of fault to be found with a number of retailers, who will accept a draft and yet not meet it when due. The wholesaler writes to the dealer, asking for an explanation, and none is forthcoming. Perhaps the drafts go back again and are returned unpaid. This is very annoying, and although the manufacturer may write several times, the man at the other end of the line ignores his request for an explanation. How much more pleasant business would be if the retailer, when he cannot meet his paper, would sit down a day or two beforehand and frankly tell the wholesaler the reasons why he is unable to settle and give some information regarding what he can do in such and such a length of time or what amount he can pay. It is very annoying to have drafts returned day after day without any word. Surely some courtesy is due the wholesaler.

"Business is exasperating enough at all times and under all conditions, particularly during the present troublesome period, and anything that will help to smooth the way and make more agreeable the daily intercourse between the wholesale and retail trade should be carried out. Most men in business do not mean to be impolite, inconsiderate or neglectful. The cause of the trouble is thoughtlessness, and dilatoriness. It is only when certain people are "yanked up" by having somebody else treat them in the same manner they are treating others, that they realize the seriousness of their own defects. It then brings the lesson right home to them. Trade journals can do much to encourage a happier relationship between all branches of the trade, and I am certain that they will continue to do good work."

63 RIDEAU STREET

TELEPHONE 2223

BAKER & COMPANY

WHOLESALE AND RETAIL

BOOTS AND SHOES

OTTAWA, ONT.

The Shoe and Leather Journal,
Toronto, Ont.

Dear Sirs:-

I have thought several times of writing you to ask that you suggest to your advertisers that they use more prices in their ads. If they cannot give the selling price on account of not quoting the same price to all their customers, they could, at any rate, give the price at which the shoe is generally sold. Personally I know it would often make the ads. more interesting to me. For instance, after placing my orders for Spring I find I have not provided for a pump to sell for \$2.50 or a certain line of shoes to sell for \$4.00.

In looking through the Journal I often notice shoes advertised by firms with which I am not familiar and wonder whether it is a priced shoe that would meet my requirements.

Respectfully yours,

(sgd) BAKER & COMPANY

Conditions Point Steadily to Increased Cost of Shoes

Orders for Spring Goods Should Be Placed as Soon as Possible—Many Prices Are Subject to Instant Change—How the Leather Market is Shaping—A Review of the General Situation and Its Tendencies.

A leading Ontario manufacturer sends the following information to the *SHOE AND LEATHER JOURNAL* which he adds is a fair and calm review and summary of present conditions in the shoe and leather line and worthy of careful perusal by the trade.

The shoe industry is so large in its output and widespread in trading area that the report concerning one section may meet contradictions from those located in other manufacturing centers. Moreover, as the specializing of grades has become a feature which is more or less advantageous, that, too, may account for the difference in stated conditions. Reports, therefore, concerning the men's shoe output, even taken in a general way, might not agree with the conditions of some making similar grades, and yet be true. So to-day men's fine and medium fine street footwear orders are keeping the factories busy, although it is allowed that the situation will change soon if additional business is not obtained.

Heavy Shoes Costing More

The heavy side leather working men's shoe is costing more and those concerns which countermanded orders are now paying an advance, in fact there is some doubt now about getting just the supply needed. There are still many buyers who have not yet placed orders for this grade, or for boys' and youths' goods of a similar quality, but manufacturers are working as best they may, letting the future take care of itself.

Regarding ladies' footwear, the factory conditions run from dull to one of satisfactory activity, whatever that may mean. Still the market must be below what it was a year ago, as certain indications well known to the shoe men point that way. There is quite a call for cheap shoes in anticipation of rather dull times ahead. The trade has no surplus of work, but daily receipts may total about the same as last year's business.

Manufacturers of misses' and children's shoes report something doing all the time and that is about all they do say. On the presumption that merchants reflect fairly accurately the state of business at their command, the conclusion is that this branch of the shoe trade is, at least, not dull.

Hide quotations continue their upward course, and the same statement regarding the slow but steady shrinking of the supply makes its regular weekly visit to this market. Shipments from South America were expected to be sufficient to counterbalance any shortage which would cause record prices, but the commercial conditions in those southern hide centers do not promise the immediate relief which the large herds are capable of in both hides and meat, to say nothing of the limited facilities of shipping.

Figures are beyond the expectations of packers, which is evidenced by sales of September, October and a few of November pull offs.

Native steers have been the most active, selling at 21 to 22 cents, while other grades follow along with a comparative strength nearly equal in every way.

With all this bullish atmosphere enveloping the hide situation, it is a notable fact that sales are small, and largely confined to tanners not over and above prominent, for, as far as reports can be relied upon, the big buyers are not contracting, at least, in their usual liberal manner.

Conservatism is Conspicuous

This is one of the singular features which has marked the trading in hides, leather and footwear since the war began to boom prices and influence the mercantile community

to buy in anticipation, and the further a merchant's needs are from raw materials the more conspicuous is conservatism manifested.

While this indifferent attitude is contrary to precedent, it is one which is experienced every day in this market, as sales will attest; therefore, leather dealers are moving along in a quiet way, apparently as pleased to make sales as though replacement were easy and prices of raw stock subordinate instead of arbitrary in the trading.

It should not, however, be lost sight of, that hides and skins are in short supply, and that an early peace would not bring immediate relief. Therefore, materials for shoe stock will rule high for some time and certain importations be scarce at any price.

Aside from a few, the sales of sole leather are not individually large, although the steady run of trading brings the total up to good figures.

Hemlock is selling at 32 cents, and while they claim to have got the top price, it was for small lots.

The largest transactions were effected by dealers in union leather. One purchaser took all he could get at terms not mentioned and paid for the same upon delivery.

Oak backs at 48 cents would not be apt to attract large orders.

The upper leather market is busy where stock in demand is to be obtained, calf skins are fairly well cleared out by some while others still have stocks more or less off grade and small.

Purchasing Close to Needs

There is no great demand for side upper leather, some selling every day, but not at all in accord with what should be needed, or reports arouse. Buyers listen to all that tanners have to say, and then purchase close to their needs.

This season being good for bright stock, the sales of patent calf are probably more than will be promptly filled. Patent sides are moving, excepting the heavy weights, of which there is some accumulation.

Dealers in glazed kid report a much improved condition, the demand moving up into the better grades. From 18 cents down, the market is well sold up. It is gratifying to the trade to see a constantly growing call for the finer skins, and it will be surprising if this stock is not soon again the leader of all light dressy shoe stocks, which position it held up to within 10 years ago.

Have Taken Larger Quarters

The Amherst Boot and Shoe Co., Limited, have purchased two splendid properties on Granville street, Halifax, on the remodelling of which they have spent a great deal of money. These buildings give them one of the best equipped boot and shoe warehouses. They have several fine rooms, covering a floor space of 12,600 square feet. Particular attention has been paid to the office and sample room accommodation, the material used in finishing them being oak and Douglas fir, with hardwood floors throughout. The lighting is so arranged that it is immaterial whether it is day or night, when samples are shown in the sample room. F. O. Mumford is the energetic Halifax manager of the company.

Don't be afraid to begin at the bottom. It is the safest way to climb.

SHOE NEWS IN PARAGRAPH

J. Churchill, shoemaker, of Barrie, Ont., has assigned. Charles Dark, shoemaker, of Lethbridge, has discontinued.

Bert Ringler, shoe dealer, North Battleford, Sask., has assigned.

The Parlour Shoe Store has recently been registered in Montreal.

Arinand Chenuz has commenced a shoemaking business in Cranbrook.

John L. Gibb & Sons, dealers in boots, shoes and harness, of Magrath, have assigned.

Jas. Valentine, of Valentine & Martin, Waterloo, Ont., was in Toronto on business last week.

F. C. Young, of the Alberta Shoe Manufacturing Co., Redcliffe, Alta., was in Montreal last week.

Several new machinery installations have been made recently in the Scout Shoe Factory, Montreal.

A. Woolf, boots and shoes, Calgary, suffered a fire loss last month. He has assigned to E. A. Dagg.

Amos Cooper, shoe repairer, St. Thomas, Ont., has removed into new quarters on Talbot street.

W. G. Parsons, of C. Parsons & Son, Toronto, is on a business trip to Boston and other eastern cities.

Ralph Locke, of Dufresne & Locke, Maisonneuve, spent several days in Toronto last week on business.

The O. B. Shoe Co., Drummondville, Que., are completing the installation of machinery in their factory.

Chas. Campbell, of the Boston Last Co., Richmond, Que., was in Montreal the latter part of last week.

R. R. Macaulay, secretary of the Miner Rubber Co., Montreal, was in Toronto last week on a business trip.

C. L. Owens, of the Royal Shoe Co., Toronto, was in Boston and other eastern cities on a business trip recently.

Chas. Albee, forman of the cutting room of Ames-Holden-McCready, Limited, Montreal, was in Boston last week.

W. J. Detweiler, of Sault Ste. Marie, was in Toronto for a few days last week calling upon the members of the trade.

G. H. Ansley, manager of the Perth Shoe Co., Perth, spent a few days in Toronto last week calling upon the trade.

Fire broke out in the store of H. Leff, Port Arthur, recently and did much damage to the stock of shoes and dry goods.

Geo. P. Balfre, Canadian manager of the Chicago Tanning Co., Montreal, has returned from a trip to Ontario buyers.

Bert Packard, of L. H. Packard & Co., Limited, Montreal, has returned from a business trip to New York and Boston.

Geo. H. Grills, formerly salesman for J. & T. Bell, Montreal, will represent the Star Shoe Co., Montreal, in Eastern Ontario.

The Beaver Tire and Rubber Co., Limited, has been organized in Calgary, Alta., with a share capital stock of \$550,000.

Harry McKellar, of the Berlin Shoe Manufacturing Co., Berlin, Ont., was a visitor to Montreal and Quebec during the past week.

Among the firms which have recently received contracts for making "army shoes" are Valentine & Martin, Waterloo, ten thousand pairs; John McPherson Co., Hamilton, ten thousand pairs; Relindo Shoe Co., Toronto, three thousand

pairs; the Slater Shoe Co., Montreal, and several other factories.

H. Megginson, shoe dealer, of Sault Ste. Marie, was in Toronto recently on a business trip and called upon many old friends.

W. F. Martin, sales manager for the Kingsbury Footwear Co., Montreal, was in Toronto and London last week on business.

A. R. Clarke, of A. R. Clarke & Co., Toronto, has returned from a business trip to the New England shoe and leather centres.

Fire broke out recently in the shoe store of J. W. Gingras, 3351 St. Hubert street, Montreal, and did considerable damage.

Chas. N. Candee, of Gutta Percha and Rubber, Limited, Toronto, has been on a business trip to Regina and other western points.

J. J. Connor, western representative of McLaren & Dallas, Toronto, left last week on an extended business trip to the Prairie Provinces.

J. Gordon has discontinued his boot and shoe and men's furnishing business in Diamond City, Alta., and is moving his stock to Bellevue, Alta.

J. Harris has taken charge of the cutting room of Jackson & Savage, Montreal. He was formerly connected with Jas. Linton & Co., Montreal.

H. C. Keith has taken a position as fitting room foreman of the Hartt Boot and Shoe Co., Fredericton, N.B. He succeeds Daniel Toomey.

J. S. Ashworth, Canadian manager for Sir H. W. Trickett, Limited, has returned to Toronto after a visit to New York and other eastern cities.

S. G. Amero, manager of the London branch of the Kaufman Rubber Co., was among the many visitors to Toronto during the Exhibition.

J. J. Ambrose, formerly window dresser of Geo. G. Gales & Co., Montreal, has taken a similar position with W. H. Scroggie, Limited, Montreal.

Oscar Dufresne, of Dufresne & Locke, Maisonneuve, is at present one of a party of autoists making a short tour of the American cities in the east.

Messrs. R. M. Smith and James Grant, representing the Slater Shoe Co., Limited, of Montreal, in the West, left for their respective territories last week.

Roberts & Van Lane Shoe Co., Limited, of Brantford, who have been in business in that city for several years, have assigned to C. S. Scott, of Hamilton.

Wm. Davidson, formerly of the Owl Shoe Store, and the White Shoe Co., Toronto, has taken a position in the shoe department of C. C. Begg, Collingwood.

T. J. Winn, formerly with the Relindo Shoe Co., has been appointed foreman of the cutting department for the Blachford Shoe Manufacturing Co., Toronto.

Dufresne & Locke, Maisonneuve, have installed several new machinery parts in their factory which they expect will be busy from now on with the new season's run.

John Hutchison, manager of the Penetanguishene tannery of the Breithaupt Leather Co., and wife, have been enjoying a holiday in Toronto, Montreal and Quebec.

J. Degan, who was formerly with James Linton & Co., Montreal, as foreman of the bottoming room, has taken a similar position with Jackson & Savage, Montreal.

Harold Pearson, who covers the district between Toronto and London for Ames-Holden-McCready, Limited, Toronto, is recovering from an attack of typhoid fever.

M. L. Miller, general manager and director of the Chicago Tanning Co., of Chicago, was a visitor at the Canadian office of the firm in Montreal this week. Mr. Miller

stated that, considering the unsettled conditions prevailing throughout the country, business has been fairly good, and he looks for a continuance of the present demand.

Arthur Blackwell has opened an up-to-date shoe repair shop at 383 Woodbine avenue, Toronto, and is already doing a good business. He is carrying a general stock of findings.

G. H. Taylor, Ontario representative of the Kingsbury Footwear Co., Montreal, has removed from Hamilton to Toronto, where he is now residing at 1268 King street west.

F. H. Ward, vice-president of Ames-Holden-McCready, Limited, Montreal, and A. L. Johnson, of Winnipeg, a director of the company, were in Toronto last week on a business trip.

F. E. Greaney, the Maritime Province representative of the Star Shoe Co., Montreal, recently resigned his position with the firm and has been replaced in that territory by F. W. Laskey.

F. H. Guinivan, of the Walk-over Shoe Store, Montreal, which will in November open out a new shop on Yonge street, which is now being built, was in Toronto last week on business.

F. W. Hill, who has been in the repair business in Ottawa during the last two years, has opened a shoe store at 1091 Bank street, Ottawa. He is also retaining his repairing business.

N. Olver, formerly with Eli Goldin, Toronto, has taken a position with the United Shoe Machinery Co., Toronto, and will assist Carl Walters in looking after the shoe repair trade interests.

E. E. Hutchison, secretary of J. Eveleigh & Co., Montreal, and wife, spent a few days in Toronto recently, the guest of his brother, L. B. Hutchison, local manager of the Kaufman Rubber Co.

R. A. Ellison, formerly with the Perth Shoe Co., Perth, Ont., and Brockton factories, has taken a position as foreman of Alberta Shoe Manufacturing Company's fitting department at Redcliffe, Alta.

John Brotherton will shortly remove into his handsome and well appointed shoe house at 578-80 Yonge street, Toronto. The building is a very attractive one of brick, three storeys high with basement.

Victor Vaisey, of Toronto, has taken a position with the Walk-over Shoe Store, Montreal, and had charge of the excellent exhibit of Walk-over shoes at the Canadian National Exhibition, Toronto.

E. W. McTear, eastern representative of P. Jacobi, shoe store supplies, Toronto, has gone on an extended business trip to the lower provinces, while W. D. Fox is now on a tour through north-western Ontario.

The Riverdale Shoe Co., Toronto, who already have a modern shoe repair outfit consisting of a U. S. M. Goodyear equipment, are making a second installation, having recently placed an order for a U. S. M. outfit.

The Cook-Fitzgerald Co., London, have received a nice contract from the government for army shoes and are now busy turning them out. The firm feel that they are in a position to give "the boys" something really worth while.

James Patterson, Montreal, who runs a high-class shoe store on Mansfield street, is adding machinery to the already up-to-date Goodyear repair system which he operates. Mr. Patterson does one of the largest custom shoe trades in Canada.

The Webster-Charles Co., of Montreal, have retired from the wholesale shoe business in that city and merged their interest with the Cobourg Felt Co., Limited, manufacturers of felt footwear, which company they have recently formed.

James Linton & Co., shoe manufacturers, of Montreal, are retiring from business. They will finish up all the

orders they have at present. The principal reason for this widely known firm withdrawing from the trade is the ill health of Albert Linton, president of the company.

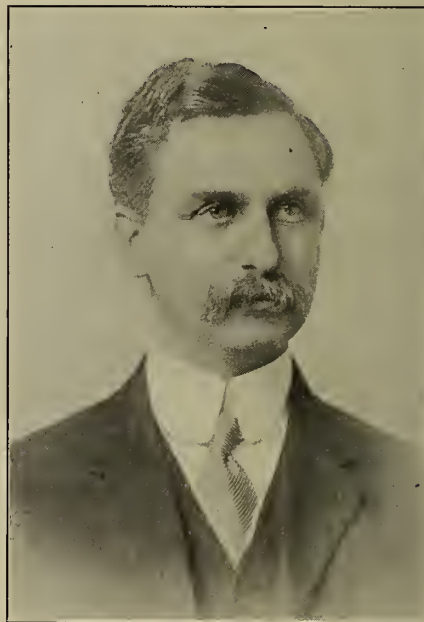
Frank Dunlop, who conducts an up-to-date store in Sydney Mines, Cape Breton, has just completed installing a sixteen-foot U. S. M. Goodyear repair outfit, with a full equipment of accessories for the establishing of a first-class shoe repair shop.

Mr. Desborough, who has been in charge of the making room of the Berlin Shoe Manufacturing Co., has taken a position with the J. W. Hewetson Co., Brampton, and will look after the turn department. He has been succeeded in Berlin by Harry Watkins, late of Rochester.

L. G. W. Tallamy, of Vancouver, who is a member of the staff of the Consolidated Rubber Co., was married recently and many friends are extending their congratulations. Mr. Tallamy was presented by the employes of the

GOOD RECORD IN WHOLESALE LINE

From office boy to the head of a large wholesale house employing eight travelers and doing business in all parts of Ontario, sums up, in short form, the career of Hugh White, head of the White Shoe Co., Toronto, successors of the firm of Garside & White. Mr. White comes of a shoe-making family, his father, John White, being for some thirty-four years shoemaker for the Ontario Government in Central Prison, Toronto, retiring only a few years ago. As a boy Hugh White entered the employ of L. J. Beemer & Co., Toronto, which afterwards became the firm of Garside, McKellar & Dallas. The former later withdrew and



Mr. White continued with the house three years as manager. When Mr. Garside again entered the wholesale line, about eighteen years ago, Mr. White joined him and the name of the house was Garside & White. This partnership continued until the fall of 1912, when the former retired, and the business has since been conducted with gratifying results by Mr. White, together with the valued assistance of many members of the staff who have been for years in the service of the establishment. During the past month the name was changed to the White Shoe Co., at the head of which is Mr. White, who has been actively connected with the footwear line for some twenty-eight years and is widely known to the trade.

Vancouver and Victoria branches, with a handsome music cabinet.

Trade conditions in Montreal factories continue to be quiet, although a general increase of interest is noticed this last few days, due probably to the more encouraging news from Europe. The manufacturers seem to have more confidence and a large number of salesmen have left for their territories.

During the progress of the Canadian National Exhibition many members of the shoe trade visited Toronto and the wholesale houses were kept busy. Buying was, on the whole, satisfactory and the general tone of the retail shoe business is picking up. Most of the dealers look for a good fall turnover.

George Nickle, formerly proprietor of the Yale Shoe Store and the Nickle Boot Shop in Winnipeg, has purchased the extensive business of the Foster Shoe Store in Calgary. Mr. Foster has been in business in that city during the last four years and will leave shortly with his wife on an extended trip to California.

Several Montreal factories have received repeat orders for Army shoes from the Canadian Government, among them being Ames-Holden-McCready, Limited, and the Tetrault Shoe Manufacturing Co., who secured orders for approximately 25,000 extra pairs each, and these are now being turned out as fast as possible.

A. A. Durkee, of the A. A. Durkee Co., Limited, shoe manufacturers, Truro, N.S., has been ordered to Quebec, where the Artillery Corps, in which he is a captain, is being mobilized. Word has been received that he will leave for the seat of war at once. Mr. Durkee is an experienced soldier having seen active service in the Boer War.

A recent despatch from New York says: The shoe trade has been given a great impetus because of huge orders for shoes for the armies of Europe. It is estimated that about 15,000,000 pairs of shoes a month will be needed for Europe's armies and civilian population in excess of best possible production abroad, and that orders for millions of pairs of shoes have come or are coming to this country.

G. J. Plante, of Montreal, who represents the Blachford Shoe Manufacturing Co. in Quebec, was meeting his old friends and customers in Sherbrooke during the Eastern Townships Fair. G. D. Desautels, of Montreal, is representing the Blachford Company in that city. The company are carrying several of their popular selling lines in stock and have established an Order-Now department.

R. W. Allen, who is on the traveling staff of C. Parsons & Son, Limited, has returned from a business trip to Port Arthur, Fort William and Winnipeg, where he was demonstrating the merits and efficiency of the Gritzner hand soling sewing machine to the trade, the members of which he found greatly interested in this machine, which is giving splendid satisfaction in many shoe repairing and retail establishments.

The St. John Exhibition which closed last Saturday was, considering the general business conditions, very successful. Among other firms was the United Shoe Machinery Co., of Canada, who put on the largest individual exhibit, showing the process of making Goodyear welt shoes, from fitting of the uppers, through to the finishing operations, and judging from the number of observers it was evidently one of the most interesting features of the Fair.

J. H. Porter, for the past few years manager of the shoe department of the Robert Simpson Co., Toronto, has resigned and the department is at present in charge of H. S. Bond, who has been with the company for nearly a year. He was formerly manager of the Slater Boot Shop, Toronto. D. McTavish, formerly with the T. Eaton Co., Winnipeg,

has taken an important position with the Simpson shoe department.

Among the shoe manufacturers who were in Toronto recently were N. Tetrault, of the Tetrault Shoe Manufacturing Co., Montreal; J. E. Warrington, of the John Ritchie Co., Quebec; John Perkins, of Duchaine & Perkins, Quebec; A. L. Dupont, of Dupont & Frere, Maisonneuve, Que.; E. E. Donovan, of E. T. Wright & Co, St Thomas; Alex. Brandon, of the Brandon Shoe Co., Brantford; F. L. Wagner, of the Aylmer Shoe Co., Aylmer, Ont.; E. A. Medcalf, of the Nursery Shoe Co., St. Thomas, Ont., and others

The last two editions of "The Dominion," which is issued semi-monthly by the Canadian Consolidated Rubber Company, are certainly worthy of special mention. On the cover is an artistically colored map of Canada and the contents of the publication are bright, instructive and entertaining. The illustrations are happy and humorous, particularly those with reference to the recent convention, appearing under the heading "Mainly about Ourselves." On the back appear colored reproductions of the flags of Great Britain and her allies, which impart to the edition of August 15th a patriotic appearance. The September 1st number contains many timely articles of an inspiring and loyal character, and business confidence talks, and gives illustrations of the various factories of the company at Montreal, Berlin, St. Jerome and Port Dalhousie. One catchy phrase is "Do not wait for the boss to crank up—be a self-starter."

T. H. Rumford, for several years on the traveling staff of Blachford, Davies & Co., Toronto, has purchased the business of T. W. Beamish, Georgetown, Ont., and is looking after his new interests in that town. His ground in the Owen Sound-Wiarton district is now being covered by J. M. Pirritte, Toronto, for Blachford, Davies & Co. Several other important changes have also taken place with the latter firm. A. G. Saunders, of St. Thomas, formerly with John Lennox & Co., Hamilton, has joined the staff and is now covering the Niagara peninsula, while S. J. Edmondson, their Ottawa representative, who has sample rooms and offices at 193 Sparks street, will look after Ottawa city trade and nearby towns and will have associated with him M. E. Franklin, late with the A. B. C. Distributors, Toronto. A. E. Hogarth, of Oshawa, who has had several years' retail experience has taken charge of the sample room of Blachford, Davies & Co., and E. M. Maier, formerly with L. D. Ross, a leading jobber in Rochester, N.Y., has entered upon his new duties in the stock room.

RETAILERS SHOULD NOT DELAY ORDERS

"It seems to us that shoe manufacturers need have little concern at this time over cancellation of orders for footwear, inasmuch as any orders already placed cannot be duplicated even at considerably higher prices. Any retailer who cancels an order now will have to come back and pay an advance for the goods later on," says a leading authority who has carefully studied the situation.

"There is scarcely an article going into the manufacture of footwear that has not advanced in price tremendously during the last thirty days. The advance is not confined to the principal materials used, such as leather and cloth, but also to the findings, blackings and adhesives. We believe any shoe manufacturer who has not booked large orders for the coming season is particularly fortunate as he will have the opportunity to solicit them on a price basis more nearly commensurate with the present cost of materials than if such orders had been taken earlier in the season before the sudden inflation in value of materials had taken place."

Back Up Your Ads With Special Window Displays

Double Pulling Power Secured—Rarely Does Reader of Advertisement Go Right Inside the Shop—He Looks First in the Window to See the Display That Is Made—Follow the Ribbon

To a certain extent window dressing and advertising are synonymous; they are both used to get customers into the shop. The one attracts the attention of the passer-by—viz., the person whose business actually brings him, or her, past the shop—the other secures the interest of someone who perhaps in the ordinary way would not pass the shop in the course of a twelvemonth, says a writer in the *Boot and Shoe Trades Journal*.

It is very rare that a person, having been attracted by a newspaper advertisement, goes right inside the shop. The usual mode of procedure is to go and look in the window, expecting—and rightly so—to see the advertised article on view. This is where many advertisers fail. They write good copy, they succeed in interesting the reader, create a desire for further investigation, yet fail to secure a customer for the following reason:—The window is neatly dressed, the lines which are being advertised are there, but they bear no distinguishing mark of any description. A practical bootman would be able to pick the boot out of the assorted display if he had read a description of it, but what about the ordinary individual—the one you are desirous of interesting? He comes along to look for a certain boot; he cannot pick it out because there are so many similar on view.

As these articles are written from an advertising point of view, I do not wish to open any argument respecting the relative value of special displays, etc.; but for those retailers who have never attempted anything out of the ordinary I should like to suggest that they give the following very earnest consideration. What I am advocating is the result of successful experience—it is not purely theoretical.

Make a Special Display

To those who are in the habit of dressing windows, year after year, in the same style—a miscellaneous collection of footwear—let me suggest a special display. In a short time the quiet between-seasons period will be with us, and no power on earth can induce the public to spend money. This is the time of year to set the seed for a rich harvest. A retailer once said to me during a quiet spell, "Oh, it does not matter what you show; it's just the same; the public are not buying footwear." Personally, I do not find favor with this don't matter-what-you-show idea. This is the time the public are looking round; they don't wish to buy—at present—but there is a time coming when they will require, say, a good winter boot. Does it seem at all feasible that a man is going to wait until a snowstorm comes along before he begins to look round? No; when the snow does come, in nine cases out of ten he has already decided where to go to buy his winter footwear.

To those who intend giving my idea a trial the best time for a winter display would be in October. Decide on a good boot—one that you have every confidence in, and, if possible, get one that your competitors do not stock. Make it a specialty, and give it a window all of its own. The most successful season (winter) I ever had whilst managing a shop was due to the following scheme:—I chose a chrome Derby, standard-screwed. I got the maker to send me a pair of uppers, a coil of wire, insoles, and outer-soles. Then I had five large cards printed, white lettering on a black background. No. 1 dealt with "The Ideal Winter Boot"; No. 2, "The Uppers"; No. 3, "The Insoles"; No. 4, "The Standard Screw System"; and No. 5, "The Outer Soles." Each card

gave concise information respecting each section of the boot. My window was draped with black and white muslin; then I had three pairs of the completed boot, so arranged that every angle could be seen.

Focusing Attention on One Boot

The display was most attractive; the attention of the public was focussed on this particular boot. Although I used the Press pretty freely, advertising the display, my trade did not instantly jump up; but I was content, feeling perfectly convinced, through listening to the conversation of the people who daily gathered round, that my effort would be rewarded. I ordered a good supply of this line, and later, when the weather turned wintry, I had a real good time. I had customers six months after, asking for that particular number—I gave the boot a distinctive number. Of course it was on view all the winter—not isolated, but always in a prominent position.

Another way of working, in conjunction with newspaper advertising, and where the window is dressed ordinary, is the ribbon scheme. Get a small poster printed—or, better still, if you can do it—cut the letter yourself (like you see on grocers' windows), and paste a sentence on the window, after this style:—"The Boot we are Advertising"; "Let Your Eye Follow the Ribbon." Paste a piece of ribbon about half an inch wide on the window, and fasten the other end to the shoe to which you wish to draw the attention of the prospective customer. In addition, paste a "pull" of your advertisement on the window.

There are other ways of working the advertising and window display in conjunction with each other. There can be no hard and fast rule, as it is originality that pays; but the most important point to remember is, make sure that what you are advertising is in the window; also that the public can readily find it; otherwise you not only have that particular advertisement discounted but also your future efforts. Where a person has once been disappointed he will in future ignore any appeal you may make.

Travelers Elect New Officers

At the convention of the United Commercial Travelers, Grand Council for Manitoba, Saskatchewan and Alberta, held in Brandon recently, the following officers for the ensuing year were elected: Grand Councillor, T. A. Colquhoun, Brandon; grand junior councillor, S. S. Savage, of Calgary; grand past councillor, R. M. McGowan, Winnipeg; grand secretary, F. C. Smith, Regina; grand treasurer, J. J. Murphy, Winnipeg; grand conductor, W. C. Bell, Regina; grand page, W. S. Clay, Edmonton; grand sentinel, James Gillespie, Moose Jaw. Grand executive committee—F. H. Agnew, Winnipeg; V. W. Libby, Calgary; H. W. Laird, Regina; A. A. Williams, Saskatoon. Representatives to Supreme Council at Columbus, Ohio—F. J. C. Cox, Winnipeg; O. F. Chapin, Calgary; R. M. McGowan, Winnipeg. The next convention will be held at Saskatoon, Sask.

"A successful man," said Elbert Hubbard to the retailers, "is a man who can make two grins grow where there was only a frown before."

"In the shoe business, as in every other business, truth is an asset, a lie is a liability."



Making Life's Daily Walk Pleasant and Comfortable

The name of Dr. W. M. Scholl will always be associated with the treatment and care of the feet. This widely known orthopedic foot specialist has devoted many years of study, research and skill, until to-day he stands at the head of his profession. Thousands who in years gone by have suffered from corns and callouses, bunions and large joints, fallen arch, ingrowing toe nails, perspiring feet and other ailments, to-day sound the praises of Scholl in all quarters of the continent. The Scholl Manufacturing Co., Limited, of Toronto, New York city, Chicago and London, this year made a splendid display in the Process Building at the Canadian National Exhibition. Here, demonstrators were kept busy explaining to many inquirers the benefits and advantages of the foot easers, arch supports or appliances of this enterprising company. Among the new things seen this year is Scholl Toe-flex, a soft, velvety wedge device, worn between the toes to exert correction. Then there are Scholl's Pedico Foot Soap, Scholl's Wenal Lubricant Ointment, Pedico Corn Salves, and Walk-Strate Heel Treads as well as Foot Dok, Fixo Corn Plaster, Foot Powder, Absorbo Pads

and many other appliances and preparations of the company. Scholl's devices and remedies for the foot make walking comfortable, easy and pleasant for those suffering from flat foot, weak arches, tender or tired feet and other ailments. There was a neatly equipped fitting room in the booth, and a large business was done, while over 40,000 booklets of Dr. Scholl on "the care and treatment of the feet" were given out, together with free samples of Foot Dok.

Scholl's Foot-Eazer, Scholl's Tri-Spring Arch Support, as well as the new Air-Lite Arch Support, which is strong, yet very light and airy, were exhibited and highly praised by many persons who have used these well-known devices for many years and are daily recommending them to all suffering from flat foot or fallen arch. The exhibit at the Toronto Exhibition was in charge of G. W. Greenwood and Ross Cowan, of the Toronto branch. They were kept busy demonstrating, fitting and selling, and during the big Fair Dr. Scholl's orthopedic appliances enjoyed a large sale and won a wider measure of appreciation than at any previous exposition. Owing to limited space we are unable to show

a photo of their booth at Ottawa Exhibition, which was in charge of R. L. Kimber, the Canadian manager, and W. J. Mitchell.



A snapshot taken at the Long Branch training camp near Toronto is presented on this page. It shows two Scholl specialists outfitting members of the 48th Highlanders. The firm furnished in all 2,500 pairs of Foot-Eazers to the British and Canadian forces. Owing to additional weight and extra walking, these men are insuring their feet against all possibility of them playing out.

New Tennis Shoe Price Lists

New price lists on tennis and outing shoes for the coming season have been issued and the selling of these goods started this week. The season will continue until the 31st of December next. The prices are about the same as have prevailed during the past summer, with a few cents advance on certain shoes. After January 1st next there will be an increase of five cents on each pair, which will amount on the average to about seven per cent. The past summer was a particularly good one in sporting footwear and factories are looking forward to a large placing order business.

Live Lot of Shoe Merchants

There has recently been issued a neat booklet entitled "Brockville, the City of the Thousand Islands," which gives many reasons why Brockville is a good city in which to reside and manufacture, and at the same time a review is furnished of a number of the leading business concerns of the town. Among the prominent business houses in the wholesale line is that of the J. A. Johnston Co., which has been established for seven years. J. A. Johnston is the proprietor, his experience in the wholesale and retail shoe business extending over thirty-five years. Associated with him is his son, G. Elmer Johnston, who is the office manager. The firm have two warehouses at 20 and 24 Buell Street, and handle a big assortment of Canadian, British and American footwear, rubbers, gloves, mitts, etc.

Among the retail shoe stores to which appreciative reference is made, are those of D. W. Downey, E. J. Kelly, Robert Neill and H. W. Gilhooly. Mr. Downey occupies a double store, fifty by one hundred feet deep and has been in business in Brockville since 1877. He served the people as alderman for fifteen years and was mayor in 1897 and 1898. He was also a member of the Separate School Board as well as the Light and Power Commission, and was the first president of the Brockville Board of Trade upon its organization. E. J. Kelly is another shoeman with public spirit who was elected a member of the town council in January last and is serving on the Board of Works and other committees. The

Neill Shoe store has been established for twenty years in Brockville and is under the capable management of W. J. Clements. Special attention is paid to mail orders, a new feature added to the house recently and all charges of shipping to out-of-town customers are prepaid. The store conducted by H. W. Gilhooly is an old established one and has been carried on by its present proprietor, who had had an experience of twenty years in the shoe line, since 1908. Brockville shoe merchants are certainly to the forefront in the mercantile interests of the town.

London Market Fair Postponed

Owing to conditions in England and Europe on account of the war, Mr. John T. Day, publisher of the London Shoe and Leather Record, and manager of the London Shoe and Leather Fairs, has decided to postpone the Fair scheduled for October 5th to 10th until conditions become settled. Mr. Day's action is in deference to the trade, at sacrifice of personal interests, and should be fully appreciated. The London shoe and leather fairs have been held successfully each year for nearly twenty years under the management of Mr. Day. The date of the next Fair will depend upon conditions abroad and will be announced as soon as decided upon.

Thorough Insight Into the Work

Leonard W. Hanson, manager of the Toronto branch of the United Shoe Machinery Co., has been in the service of the company for some fourteen years, and has also had an extended experience in practical shoemaking, with a number of the factories. Born and educated in Lynn, Mass., he secured his first job in the shop of Dickenson, Fisher and Lane, shortly after the big fire in that city. There he remained for four years and was then appointed foreman of the finishing department of L. S. Johnson & Co., Lynn. He was afterwards superintendent for the



Cushion Sole Shoe Co., Lynn, and also filled a similar position with the Bay State Boot & Shoe Co., Beverly. both firms retiring from business a number of years ago. Entering the service of the United Shoe Machinery Co., Mr. Hanson spent six years in the Boston office in the pulling over department. Eight years ago he was transferred to Cincinnati, where he was connected with the lasting and pulling over departments, and later attached to the office end. In April last, he was promoted to the management of the Toronto office. Mr. Hanson, who is a gentleman of genial disposition, kindly nature, and good executive ability, has already made many friends among the shoe trade in Ontario.



Imposing Display Made by Largest Sole Leather Firm

Most unique and artistic was the booth of the Anglo-Canadian Leather Company in the Manufacturers' Building at the Canadian National Exhibition. The rustic structure contrasted very favorably with the white booths decorated with bunting, which were much in evidence in the building. The roof and supporting pillars were of hemlock bark, and certainly attracted very great interest. The floor was covered with tan bark and the whole surroundings proved to be a source of instruction and profit to the public. An educative exhibit was that shown in glass vessels, whereby the various processes of tanning from the soaked stock to the finished leather were revealed. Various tanning materials and extracts were also on view. The exhibit consisted of some 500 sides, backs and bends of oak and hemlock sole leather, the entire lot being sold to Chas. Tilley & Son,

Toronto. The sides of the booth were fortified with 2,000 dozen tap soles, heels, etc., and a distinctly loyal touch was given the exhibit from the fact that, flying from the top of the pagoda, were the Canadian flag, and the good old Union Jack, and at one side were seen the national flags of the allies—Belgium, France and Russia.

The Anglo-Canadian Leather Co. are the largest tanners of sole leather in the British Empire. Their extensive tanneries at Huntsville and Bracebridge are kept very busy. The firm have warehouses in Toronto, Montreal and Quebec. The Maple Leaf Brand of sole leather is well and widely known to the shoe trade from one end of Canada to the other. The output of sole stock is 4,000 sides a day and the company have been practically working to capacity for some months past. The Anglo-Canadian Leather Company were

warmly complimented on the creditable display made, the exhibit being in charge of S. L. Lawther, while the booth was frequently visited by W. J. Heaven, local manager of the company.

USING ATTRACTIVE NEW CUT

The cut shown herewith is a new one which, from the present time, the Canadian Consolidated Rubber Co., Limited, will use on all their cartons, stationery, etc., although it is not a brand and will not be used on goods manufactured by the concern. In order that the employes may become familiar with it, the company have presented each one of



them with neat little souvenir pins, which are now proudly being displayed by everyone from office boy to President.

THE JOHN PALMER COMPANY BUSY

The paragraph which appeared in the trade news in the last edition of the *SHOE AND LEATHER JOURNAL* stating that John Palmer Co.'s tannery at Fredericton had been destroyed by fire, was incorrect. The John Palmer Co. write stating that there is absolutely no truth in the report and that they are busy making and shipping orders as usual. It may be stated that the item in question appeared in a New Brunswick paper of recent date, a copy of which was forwarded to this office. This accounts for the misleading information. However, the *SHOE AND LEATHER JOURNAL* is glad to make the necessary correction and regrets the publication of the paragraph.

TREAT ALL CALLERS COURTEOUSLY

Never ignore a customer, no matter how unpromising he or she may look. Appearances frequently are misleading, painfully so. Consider that anyone who has taken the trouble to enter your shoe store or shoe department has conferred an honor upon you. Treat him accordingly. If you are busy and cannot attend to a newcomer immediately, speak to him anyway. Ask him to be seated, and then get to him as soon as possible. Hundreds of sales are lost yearly by the ignoring of this important rule.

PAY STRICT HEED TO INSTRUCTIONS

One of the greatest shortcomings on the part of many salesmen, business men, and executive officers to-day is inattention. They listen in a haphazard and perfunctory style and glibly answer "Yes, I understand." When asked to be sure and not forget they reply with equal readiness: "Oh, no, I will be sure to attend to the matter," and never give it another thought. How often such little lapses make or unmake the success of one in any chosen calling.

There is a shoe repairer in a certain Ontario city, who is gradually having his trade taken by the other fellow, simply because of his indifferent methods. There is always something slipshod about his work. Nails have been left sticking up, rips have been left unsewn, jobs have not been done when promised and only the bigger part of the work attended

to. For instance, many customers will ask, in addition to their footwear being half soled and the heels built up, that some new eyelets be put in, hooks inserted, a tip stitched or a patch put on the vamp. The goods are all wrapped up when the caller comes for them, and imagine his feelings on getting home, to find that the job has been only partly done, when he has possibly been charged the full price. He does not bother going back to tell the shoe repairer of his neglect. The result is that he resolves then and there to take his work to some other place. All this is caused by inattention, and not carefully noting on the tag the request of the customer. Most people are as pernickety regarding little things as they are about larger ones, and the shoemaker that understands pleasing patrons will certainly recognize this element of human nature, for, after all, we are constituted on much the same lines.

Another evidence of carelessness in shoe repairing was recently noted by the writer, and he wonders how certain men ever make a go of their business. Dropping into a certain modern shoe repair establishment the other day, he gave instructions to have a back stay sewn, a couple of lifts put on one heel and two eyelets, that had grown brassy, replaced with fast color ones. The shoemaker said "yes, he would attend to it," but never asked the name of the caller, or his street address; nor did not mark down on a tag or enter in an order book what was to be done. Now, a repairer may have an excellent memory, but if he is doing any amount of business, he should have some system whereby he can associate the owner with a certain pair of shoes, know where the customer lives and possess some guide as to what should be given attention in the way of repairs. Such a list of customers, their street addresses, etc., is invaluable to one who wants to build up a permanent trade in the repair line, but if he simply takes in the goods without any further concern, then, as evidenced by the negligent fellow in question, he is slowly but surely wending his way down the road to certain failure.

THE BREECING OF THE TRACE

One horse in a team is willing to pull his share of the load. The other horse, when he is called on for a pull, sets back in the breeching. The team will not be successful as a team, and the good horse after awhile will either become unwilling to pull or will soon be worn out if compelled to pull the whole load. In this way the bad horse will spoil the good one in time. The owner of the team must get rid of the horse that will not pull.

There are some men who find the breeching more comfortable than the trace. They are not willing to pull their share of the load, but are content to be carried along by their associates as long as their associates care to carry them.

Every man of this type is a detriment to the interests of his comrades. In an army the man who will not fight is court-martialed and shot. The honey bees kill the drones in the hive, who eat honey but will not product it. The industrial organization that is carrying along men who find the breeching more comfortable than the trace cannot be as efficient nor as successful as the organization in which only those men are carried on the pay-roll who will pull and work in harmony with the rest for the common success of all.

Many a man who has found the breeching more comfortable than the trace, and who has been discarded because he would not pull, has complained that he never had a chance. The trouble with such men is that they do not know an opportunity when they see it. They cannot realize that the way to fit one's self for large opportunities and large duties is to cultivate the habit of making the most of small chances.

It is a matter for each of us to decide for himself, whether he will strain the breeching or the trace.

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 carry a complete line, and stand back of every dozen

THE BREITHAUPT LEATHER CO., LIMITED

BERLIN - - - ONTARIO

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THE MONTREAL BOX TOE CO.

ESTABLISHED 1904

MANUFACTURERS OF HIGH GRADE

Box Toes and Heels

OF ALL KINDS


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The Quaker Shoe Co.

Makers of

Men's, Boys', Youths' and Little Gents' Medium and Staple Lines



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

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

HOW DO YOU SHOW A SHOE?

A leading Canadian shoe manufacturer who sends out a monthly letter to the agencies and retailers gives the following timely advice on "How to Sell a High-Class Shoe." The letter says:

He was talking about shoes:—"I went into the store and requested the clerk to show me a pair of good shoes. The clerk, after looking at my feet for a moment, walked over to a shelf and very carefully selected a box. He carried the box over to where I was sitting and laid it down very gently nearby. Raising the cover, he lifted the tissue paper, picked out one shoe, caressed it for a few seconds, then raising my foot—very gently, he fitted the shoe.

"Do you know I bought those shoes and paid just a dollar more than I usually do? Figuring out the matter afterwards, it struck me that the reason I bought those shoes was, not that I was convinced of their superiority over the kind I generally wear, but simply because the clerk handled the shoe as if it were a diamond tiara. He impressed me so much by his carefulness that I could not resist buying the shoes without argument."

Every customer is susceptible to the clerk's influence. Handle a \$6.00 shoe like a "work" boot and the "odds are on" your losing the sale. Handle a shoe as if it were a piece of expensive cut glass and the sale is half made.

Just try it boys, during the hot weather; when business

is slack is a good time to try these little stunts in salesmanship. You do not need to be a hypnotist to make your customer buy. Study the prospective buyer, make him feel that you desire to please, even in the smallest detail, and you'll be surprised with the results. But above all, impress him with your consideration of the shoe you're selling.

A POOR SELLING ARGUMENT

"I wear 'em myself." Never say this to a customer. The prospective customer does not care a whoop whether you wear a certain shoe or not. The fact that you wear it might prejudice him against it. If the customer asks you what you think of a shoe from a personal point of view, tell him. But do not offer "I wear 'em myself" to a customer as constructive selling argument.

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

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Honest Values at Honest Prices.
All Work Warranted.

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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

The Outlook in Canada

TRULY, it is an ill-wind that blows nobody good. One Continent's "down" is another Continent's "up". The industries of Europe are, generally speaking, at a standstill, and matters will be worse before they can be better.

The whole world is looking to the North American Continent—to Canada and the United States—for much of its provisions, machinery, textiles, boots and shoes, beverages, vehicles, cement, brick, earthenware, fancy goods, furs, glass, garments, paper, soap, tobacco, wood products, and much else. Canada must get ready to meet the demand made upon her. We have continued prosperity ahead of us if our manufacturers and merchants rise quickly to take advantage of their opportunity.

It is a time for business hopefulness, not for business gloom.

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

CASH ADVANCED
ON CONSIGNMENTS.

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

Cable "HIDES," Leicester.

THE *M* SHOE

For Lumbermen,
Prospectors, etc., etc.

POPULAR prices, popular styles, comfortable fit, and long-wearing qualities are the features that distinguish V. M. Staples. Just as much as the wearers are satisfied V. M. dealers are benefitted. A large measure of satisfaction goes with every pair.

Don't fail to see our salesman's samples. Write for appointment.

Valentine & Martin
WATERLOO, ONT.

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.
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\$85.00 net spot cash or
\$25.00 cash and \$10.00

Monthly instalments totalling - \$95.00

**"Equal to any
Power Machine"**

The above is an excerpt from a letter we received a short time ago and which bears convincing testimony to the efficiency of the

**The Gritzner Hand Soling
Sewing Machine**

We herewith reproduce this letter which is only one of the many testimonials we are constantly receiving from satisfied users.

Toronto, May 15th, 1914

Equal to any Power Machine

Dear Sirs:—

Re Gritzner Sole Sewing Machine. Having used same for about two months I am perfectly satisfied with Machine and I find it will do the work equal to any power Machine.

Yours truly,
A. Chadwick,
1588½ Danforth Ave., City

Write for descriptive booklet.

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LEATHER FINDINGS

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The Ritchie Shoe

Your Guarantee of Quality

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FOR MEN, WOMEN, BOYS, YOUTHS AND LITTLE GENTS
OUR SPECIALTY

We put the finest materials and workmanship into every shoe before we put the stamp on the sole. And our service is prompt.

The John Ritchie Company, Limited
496 St. Valier St. Quebec

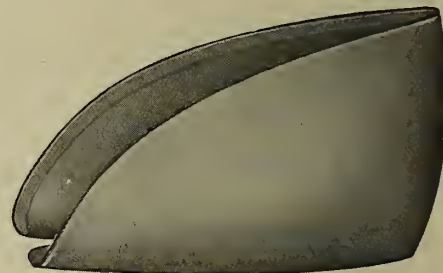
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*Manufacturers of
Fine Boots and Shoes*

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Order This **Raw-Hide Fibre Counter**
For your next run.

Guaranteed to outwear the shoe. None but the very best material is used in its manufacture.



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CORNER OF COLOMB AND NELSON STREETS : QUEBEC



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HIGH-GRADE SHOES FOR
MEN AND WOMEN

Write us for further particulars

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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.

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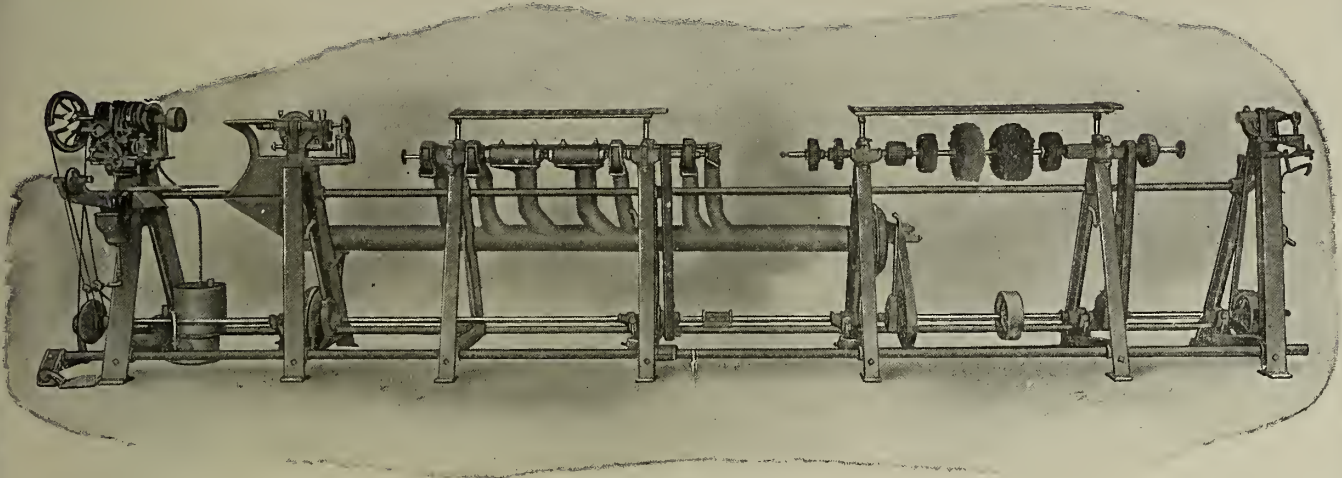
Courage, Canada

CANADA is favored among the nations. We have peace within our own borders. We have learned the lessons taught by lean times, and so are prepared to face the days ahead. Our farmers are prospering by reason of the present conditions—and when agriculture flourishes, the business outlook is one of good hope and good cheer.

Some Canadian industries and mercantile enterprises must suffer because of the partial suspension of trans-oceanic trade. But more industries will be stimulated to supply our home demand, which **MUST** be satisfied. It is a time of business opportunity in Canada.

Let Courage Possess Us

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

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UNITED SHOE MACHINERY COMPANY

OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



Staple Lines Will Sell Even In War Times

There are thousands of shoe buyers in Canada who always wear staple shoes because these suit both their purses and their occupations best.

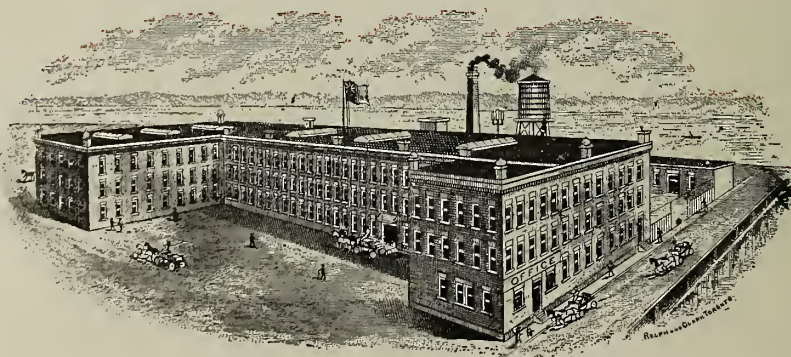
But there are additional thousands at this present time who formerly followed the changing styles in fancy footwear, who this year will purchase staple lines only—*through force of circumstances.*

Therefore, no shoe dealer should hesitate to order a complete range of "bread-and-butter" staple lines. People must buy shoes and medium priced staple lines generally will have the call for Spring.

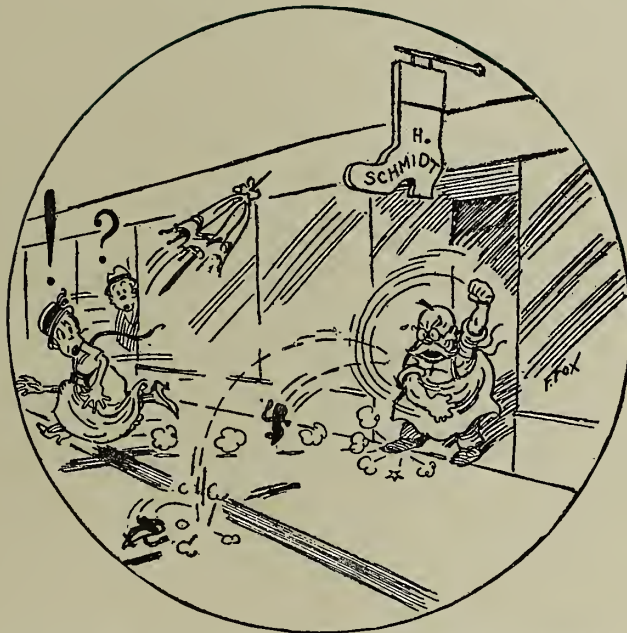
If you stock the old reliable "Yamaska Brand" staples you will have little complaint about poor business. Our Spring samples are fully up to our past reputation—and more than this neither we nor any other manufacturer can say.

WATCH FOR THE "YAMASKA" TRAVELER

La Compagnie J. A. & M. Cote
St. Hyacinthe - - - Quebec



THE SHOE & LEATHER JOURNAL



Anybody ought to know better than to ask a German shoemaker to put on a pair of French heels.

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



"REO"

HOW
OFTEN DO
YOU
TURN
YOUR STOCK



"CLUB"

?



"YALE"

That, after all, is the vitally important question which confronts every shoe retailer. On the way he answers it depends his business existence. Those dealers who have handled other lines of men's Goodyear Welts and who are **now** selling

**MONARCH, BRANDON &
DR. BRANDON SHOES**

know that they turn over more quickly and profitably than any other lines. And the reasons are obvious; Brandon-made shoes are like no others on the Canadian market; the designs are original and tasty, without being "faddish," the workmanship is of the very best, and the materials beyond reproach. Coupled with these facts is Brandon Service, our aim being to help the dealer in every possible way to feature and sell BRANDON and MONARCH FOOTWEAR.



"KONOT"

Our 21 Days' Service

is strong evidence of this co-operation. This plan enables us to fill all rush and mail orders in 21 days, and makes delivery sure and certain.

Let's get together and make your store the success it **should** be.

See our new samples for Spring 1915.

MADE IN CANADA

The Brandon Shoe Co., Limited
BRANTFORD, CANADA



**"ORDER - NOW"
DEPARTMENT**

OF

**"Canada's Finest Footwear"
for Women**

MANUFACTURED BY THE

"House of Quality"



No. 5003—Patent Plaza Button Boot, Black Cloth Top, Spool Heel, Ritz Last - - - \$2.90



No. 5000—Patent Button Boot, Black Cloth Top, Patrician Last - - - \$2.90

No. 5006—Same exactly as No. 5000, only with Velvet Velours, Calf Vamp - - - \$2.90



No. 5007—Velvet Kid Button Boot, Comfort Heel, Cushion Sole, Nature Last - - - \$3.00

No. 5008—Same exactly as No. 5007, only in Blucher Cut, with Patent Tip - - - \$3.00



No. 5001—Patent Button Boot, Black Cloth Top, Grecian Last. Price - - - \$2.90

No. 5009—Same exactly as No. 5001, only with Velvet Velours, Calf Vamp - - - \$2.90



No. 5004—Patent Button Boot, Black Cloth Top, Opera Heel, Ritz Last - - - \$2.90



No. 5002—Patent Button Boot, Brocade Whole Quarter, Spool Heel, Grecian Last - \$3.00



No. 5005—Patent Regent Button Boot, Black Cloth Top and Dull Foxing, Spool Heel, Ritz Last. Price - - - \$3.00



The
BLACHFORD SHOE
Mfg. Co., Limited
92-94 Sherbourne Street, TORONTO

Kant Krack



Dainty Mode



STILL LEADERS

Each successive season sees the superiority of "KANT KRACK," "DAINTY MODE," "ROYAL" and "BULLDOG" Rubbers more strongly emphasized.

They are leaders in their respective classes and a *sure* source of profit to the dealers who handle them. All shapes and sizes carried in stock by the under-mentioned agents. Your orders to any of them will receive prompt and careful attention.

Next Season's Tennis Samples

are now ready for your inspection. It will pay you to look them over before placing your orders for next season.

THE 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. |
| White Shoe Co. | - - - - - | 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 | - - - - - | Montreal, Que. |



MR. RETAILER

- ¶ This country is not going back because of the war.
- ¶ The crops are good in most localities and prices were never better.
- ¶ Don't be pessimistic — stock merchandise that you know will sell.
- ¶ Remember our shoes are guaranteed—samples will be with you soon.

The Cook-FitzGerald Co., Limited
LONDON

MAKERS *of* FINE SHOES *for* MEN EXCLUSIVELY



*“Shoes for
Particular
People”*



MURRAY-MADE, DERBY and CLEO

A Trio of Trade Winners for Spring 1915

MR. DEALER: if you have had any trouble in the past with your men's and women's lines—if you have not been able to turn them over quickly and profitably—then the MURRAY-MADE, DERBY and CLEO Shoes should be included in your Spring stock.

The MURRAY-MADE and the DERBY are so well-known to those men who are particular about the footwear they buy, that there's always a well-defined, ready-made demand for them.

The CLEO is a quality shoe for the woman of taste, and acknowledges no superior anywhere.

If you are catering to a particular trade, you'll find it mighty profitable to place your Spring orders with the MURRAY man when he calls.

The Murray Shoe Co., Limited

LONDON, ONT.

Montreal Branch:

FRANK J. McKENNA, Sole Agent, Read Building, St. Alexander and Jurors Streets



"OSTEND" MODEL

A comfortable and stylish low-heeled model especially adapted for walking.

¶ We make a number of very attractive lasts in the Dr. Reed Cushion Shoe for women as well as for men. The above cut illustrates one of them.

¶ These lasts possess style and grace as well as the many inherent characteristics peculiar to the Dr. Reed Cushion Shoe and now well-known to the trade.

Ask our traveler to show you the complete Dr. Reed line.

J. & T. BELL, LIMITED

MONTREAL, CANADA

Makers of High Grade Footwear

and

Sole Makers of the Dr. A. Reed Cushion Shoe

"The Easiest Shoe on Earth."



Buy
 “Made in Canada”
 Shoes
 To Retail at \$4.00

“Leader”
 Brand
 Shoes
 at
 \$4.00

WHEN you pay \$2.60, \$2.70, \$2.85 and over for American shoes you have to add an extra 30% to the cost—for which duty you receive **no added value**. And you must sell these shoes for \$5 or \$6 to make a profit.

The title “imported” is beginning to lose its glamour with the buying public, who are quick to see that a \$5 or \$6 American Shoe is no better—if as good—as a well made Canadian shoe at less cost.

This is especially true of our “Leader” line retailing at \$4. Every shoe has the style and finish of a \$6 shoe—that is why our sales are jumping every month.

Corbeil Limited

Manufacturers of Welt and McKay Shoes to
 Retail at \$3.00, \$3.50, \$4.00 and \$5.00. Special-
 ists in Men's, Boys', Youths', and Little Gents'.

MONTREAL

Warehouse and Factory:
 63-71½ St. Paul St.

Offices:
 71 St. Paul St.



A. CORBEIL
President



Gun Metal Bal. Modified Toe,
Low Heel. Sure to be a seller

WHEN you add 15 new lasts to an already comprehensive line such as was the "Leader" line for Spring, 1914, you get an unusually varied range to choose from. Recede, Medium, Modified and London toes are all represented here, and the range of leathers and combinations is just as varied as the styles.

Remember also that every shoe is as perfect as the best of materials put together by expert workmen under skilled supervision, can make it.

The Corbeil line for Spring, 1915, has set a new high-water mark in shoemaking. When you see the samples you will admit the truth of this assertion.

15 New Lasts In Our Line For Spring, 1915

Corbeil Limited

Manufacturers of Welt and McKay Shoes to Retail at \$3.00, \$3.50, \$4.00 and \$5.00. Specialists in Men's, Boys', Youths', and Little Gents'.

MONTREAL

Warehouse and Factory:
63-71½ St. Paul St.

Offices:
71 St. Paul St.



For the
SPORTING
SEASON
1915



Have you seen next season's
samples of

Greyhound Tennis

They are well worthy of your inspection and you'll agree with us when you do see them, that they are unsurpassed anywhere.

If your stock of any of our other lines is depleted, remember that the MINER SERVICE insures prompt and careful despatch of all orders.

The Miner Rubber Co., Limited
Granby - Quebec - Montreal - Ottawa - Toronto

LIST OF SELLING AGENTS

| | |
|--|----------------------------------|
| Blachford, Davies & Co., Limited, 60-62 Front Street West, Toronto, Ont. | |
| Coates, Burns & Wanless - - - - - | London, Ont. |
| Dowling & Creelman - - - - - | Brandon, Man. |
| R. B. Griffith & Co. - - - - - | Hamilton, Ont. |
| J. M. Humphrey & Co. - - - - - | St. John, N.B. |
| J. M. Humphrey & Co. - - - - - | Sydney, C.B. |
| Jackson and Savage, Limited - - - - - | 78 St. Peter St., Montreal, Que. |
| The Wm. A. Marsh Co., Western, Limited, 72 Princess St., Winnipeg, Man. | |
| The Miner Rubber Co., Limited - - - - - | 225 Queen St., Ottawa, Ont. |
| The Miner Rubber Co., Limited - - - - - | 21 Notre Dame St., Quebec, Que. |
| The Miner Rubber Co., Limited, 146 Wellington St. West, Toronto, Ont. | |
| The Miner Rubber Co., Limited - - - - - | 72 St. Peter St., Montreal, Que. |



Women's Patent Cleopatra, Cloth Quarters,
Spool Heel, Small Steel and Rhinestone
Ornament.



Women's Patent Leather, Dull Calf Top,
Short Recede Toe, Cuban Heel.

The Virginia Shoe

Our travelers are now in their respective territories with a complete range of Spring 1913 samples. Many new lasts, heels and patterns have been recently added to our line, and when you see them you will agree with us that the Virginia Shoe is positively

The BEST \$4.00 Retail Proposition on the Market

All we ask of you is that you give them your closest inspection; we are convinced that if you do you will leave your Spring orders with our salesman.

Perth Shoe Company, Limited

*Manufacturers of Women's Goodyear Welts
Exclusively.*

PERTH :-:- ONTARIO



Put Your Sorting
Problems up to
Our In-Stock
Department



It is well equipped to
Handle All Orders
PROMPTLY on
Request

Our Spring Range of Samples is Comprehen- sive and Complete

When you see these samples you will realize the all-round character of the service that we can render you. No matter what demands your trade makes on you, we have the shoes to fill such demand to a nicety.

And by ordering from us, you have the satisfaction of knowing that you are furthering the "Made-in-Canada" movement as well as securing the best shoes you can buy anywhere.

WATCH FOR OUR TRAVELERS

Ames-Holden-McCready

Limited

Montreal St. John Toronto Winnipeg
Calgary Edmonton Vancouver

The Big
IN-STOCK House



IN STOCK AT ST. THOMAS

E. T. WRIGHT & CO., Inc.,

St. Thomas, Ont.

DATE _____

GENTLEMEN:—Please ship us via _____
the sizes checked below _____

| LOT No. | WIDTH | 5 | 5½ | 6 | 6½ | 7 | 7½ | 8 | 8½ | 9 | 9½ | 10 | 10½ |
|---------|-------|---|----|---|----|---|----|---|----|---|----|----|-----|
| 201 | D | | | | | | | | | | | | |
| 206 | D | | | | | | | | | | | | |
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Firm _____

City _____ Province _____

Use this Coupon To-day. Every size you mark means a happy customer and a profitable sale for you—Try it now and be glad.



THE "CLUB"
Stock No. 206
gun metal bal.



"GOINSUM"
Stock No. 201
gun metal
blucher

SEND FOR THE NEW IN-STOCK CATALOGUE

E. T. WRIGHT
ROCKLAND, MASS.

& CO. INC.
ST. THOMAS, ONT.



**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



Gaby Pump—Last No. 53.
In Patent, Tan, Gun Metal and Cloth
Combinations.
Sure to be a strong seller.



Shield Sandal—No. 35 Last
In Patent and Dongola
Very Stylish and Neat



Women's Button.
Patent Forepart, Dull Calf Foxing, Brocade
Top, Spool Heel, Small Steel Ornament.

Are We Downhearted? We Are Most Emphat- ically NOT!

- ☞ We are showing for this coming season absolutely the best and most comprehensive line of Kingsbury and America's Beauty shoes we have ever placed before the Canadian trade—and that says a lot.
- ☞ The three illustrations give you a good idea of the excellent style and appearance of the whole range. They are not our best shoes—merely fairly representative.
- ☞ Are you down-hearted?
- ☞ You have every reason for facing the future with confidence. Canada is on the verge of an unprecedented era of prosperity which you will share, if you rise to the occasion.
- ☞ Order a full line of Kingsbury shoes now—and take time—and the occasion—by the forelock. You will need them very soon.

Watch for our Traveler

Kingsbury Footwear Co.

Limited

Specialists in Ladies' Footwear

MONTREAL



CANADIAN MADE BY CANADIAN WORKMEN

AT this time, when efforts are being made throughout the Dominion to boost Canadian-made goods, it is perhaps timely on our part to assert that

“YAMASKA” STAPLES

are essentially a Canadian product. But it is not on this basis alone that we desire your consideration of our line. “Yamaska” shoes have achieved their high reputation solely on their merits, and the dealer who stocks them for next Spring will find that the “Yamaska” line is the most profitable and easy-selling line of staples he has ever handled.

THE “YAMASKA” SALESMAN
WILL SOON BE WITH YOU

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE QUEBEC



TRADE
ARROWSMITH
MARK

**Arch Props and Supports
Heel Cushions, Bunion Shields
Toe Strates, Foot Powder, etc.**



We guarantee these goods to be perfectly reliable in every way. They have been invented with a thorough understanding of what was needed for the correction of various foot ailments, and each appliance is the best made for its own particular purpose.

We Are Protecting the Trade

from unfair competition by refusing to sell our goods to drug stores and other price-cutting concerns. We are the only manufacturers of Foot Correctives who have taken this step. This means bigger profits for the shoe retailer.

ASK YOUR JOBBER TO SUPPLY YOU WITH FULL
PARTICULARS OR COMMUNICATE WITH US DIRECT

THE CANADIAN ARROWSMITH MFG. CO., Limited
NIAGARA FALLS, ONT.

**SPRING
1915**

McLAREN & DALLAS

**SPRING
1915**

Wholesale Distributors of
BOOTS, SHOES AND RUBBERS

30 Front St. W. - Toronto

Protect yourself by ordering early

**THE "IMPERIAL"
SHOE**

for men and women, in all fine leathers, Goodyear Welts and McKay Sewn.

"BEAU BRUMMEL"

A shoe for the "dressy" young man—made on up-to-the-minute lasts, with the very best materials. Goodyear Welts.

**"LITTLE
CANADIAN"**

A popular line for Misses and Children.

We also sell the

"SPORTSMAN"

Boot in 10, 12 and 15 inch leg lengths, made in Chocolate, Pearl and Black Calf and Smoked Elk.

WE have arranged for goods for Spring, 1915, at prices we shall be able to maintain, at least until our travelers cover their routes. But no one can say what advances there may be later on. It is certain that no reductions will be made, and the wise merchant will buy his reasonable requirements immediately.

Our Range of samples is unusually attractive, being replete with modern and popular lasts in all leathers and fabrics. The values offered cannot be surpassed anywhere, nor will another range offer larger possibilities for profits.

"BEAVER" BRAND

Men's Goodyear Welts. For your best class of trade.

"VARSITY" BRAND

For men, boys and youths. A medium grade light shoe. McKay sewn and standard screw.

**"MAPLE LEAF"
BRAND**

working shoes. Solid leather throughout. Every pair guaranteed.

Agents in Canada for the famous

"WITCH ELK"

Hunting and Sporting Boots

**Your Sorting Up
Requirements**

can be speedily and satisfactorily handled by us. We are specially well able to assist you in filling in depleted lines of English Slippers, ELMIRA Felts, Moose Moccasins, Oil Tan Packs, Hockey Boots and Rubbers, all of which are most timely lines to consider.

**"He Buys Well,
Who Buys Early"**

RUBBERS

"KANT KRACK," "DAINTY MODE,"
"ROYAL" and "BULL DOG" Brands

All Shapes and Sizes





No. 59—Last

Raglan Blucher, Recede Toe, Flange Heel, 3-Row-Stitched Tip, Blind Eyes at Top, Custom Grade—A Winner for Spring.

Watch For Our Representative. The Time You Spend Looking Over His Samples Will Pay You Well.

Showing One of Our Five New Men's Lasts for Spring

We are also showing two other new Recede Toe lines, one new Modified High Toe, a new medium Freak Toe, and a full-fitting last that will surely be a strong seller. A number of last season's popular styles will also be shown.

Be sure you ask to see our new line of Women's TURNS. This line includes Mock Welt and Thin Edges, Pumps, Colonials, Gabys, LaValiere and Cleopatra styles, with both leather and wooden heels.

Our Women's Welts will also be very strong sellers. A full line is being shown.

The Eagle Shoe Company, Limited

587 Beaudry St.

Makers of
"Eagle" and Frank W. Slater "Stider" Shoes

MONTREAL

EUREKA!!

We can now furnish the glove manufacturers a cream colored, full grain glove horsehide. The leather is made in weights suitable for gloves or mittens and we suggest that you cut P. & V. Eureka Glove Horsehides hereafter.

PFISTER & VOGEL CO.

85-87 South Street = = Boston, Mass.

TEBBUTT SHOES

Doctors
 ANTI-SEPTIC
 SHOE
 PAT 1906 1909
 NON
 PERSPIRO

*THE
 Professor*
 PAT. N^o. 119409
 GOLD CROSS
 SHOE

THERE is nothing that tests the qualities of a shoe more thoroughly than dampness, and there's no shoe on the market with such perfect damp-resisting features as the DOCTOR'S shoe. It has waterproof soles and uppers, and the Patented Sole keeps the foot at normal temperature in hot or cold weather. It's selling particularly good just now.

The PROFESSOR is another ideal weather-defying shoe that is built with a Patented Sole, Cushionetted, which facilitates walking; it conforms perfectly with the natural contour of the foot.

Both these shoes are made of the very best materials and designed with a view to making them suitable both for city and country wear. They are both popular and profitable.

The Tebbutt Shoe & Leather Co. Limited
 THREE RIVERS, P.Q.



WOOD-MILNE RUBBER HEELS

STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

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

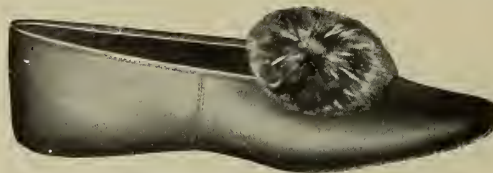
Stocks held by C. Parsons & Son, Limited, Toronto

PACKARD'S BOUDOIR SLIPPERS

MADE IN ALL THE POPULAR SHADES OF
SUEDE AND GLAZED LEATHERS

A Splendid Seller
for the

HOLIDAY TRADE



See Descriptive Price
List and Send for
Sample Pairs.

Notice the New Lines

| DESCRIPTION | SIZE | PRICE |
|---|---------|-----------------|
| Men's Dongola Slippers in Brown or Black - - - - - | 6 to 10 | \$1.30 per pair |
| Men's Elephant Grain Slippers in Brown or Black - - - - - | 6 to 10 | \$1.00 " |
| Women's Suede Leather in the following colors: | | |
| Grey, Red, Brown, Black - - - - - | 2 to 7 | .85 " |
| " Light Blue, Light Pink, Mauve - - - - - | 2 to 7 | 1.00 " |
| Women's Glazed Leather, Black and Brown - - - - - | 2 to 7 | .85 " |
| " Light Blue, Light Pink, Red - - - - - | 2 to 7 | .87½ " |
| Misses', All Colors - - - - - | 11/2 | .75 " |
| Boys' Black and Tan) Same Style as Men's - - - - - | (1/5 | .85 " |
| Little Gents' " - - - - - | (6/10 | .65 " |
| Child's, All Colors - - - - - | 6/10 | .65 " |
| Child's, with Ankle Strap, All Colors - - - - - | 6/10 | .70 " |

L. H. Packard & Co., Limited

Montreal

YOUR



USMC



**GUARANTEE
FOR QUALITY**

**UNITED SHOE MACHINERY COMPANY
OF CANADA**

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



One of our Five New Lasts for Spring

☐ Have you seen them yet? If not, do not place your orders for women's lines until you do. You will see no snappier collection of women's shoes anywhere—and few so classy.

☐ On looking them over, note particularly the varied character of the McDermott line for Spring selling.

You May Expect Our Travelers Shortly.

THE McDERMOTT SHOE CO.
Women's Shoe Specialists - - - MONTREAL

You Make No Mistake

when you choose, as a leader for your serviceable men's shoe stock,

The "Everyday" Shoe

SOLID LEATHER THROUGHOUT

Just as it is winning profits and prestige for many other dealers throughout Canada, so it will bring bigger and better business your way.

Made in a Canadian plant, by Canadian workmen for Canadian people at reasonable prices.

STOCK AND SELL IT.

T. Sisman Shoe Co., Limited AURORA
ONTARIO

Just a Reminder—

that the WILLIAMS man is on his way to you with a complete range of samples of

The Finest Line of Solid Leather Shoes

made. You who have sold this line before, and you who haven't, will be equally surprised at the big merchandising values offered in the Spring, 1915 samples of



The Famous Williams Shoe

Every pair is a solid wear resister, attractively modeled and extremely comfortable as regards fit.

Do not fail to see this line. It's the best range of staples on the road.



*"The Shoe that made
Brampton Famous"*

is manufactured only by:

**WILLIAMS SHOE
LIMITED**

Brampton, Ontario



"Made in Canada"

"SPRING STEP"
FRICITION PLUG
RUBBER HEELS

"DOMINION"
RUBBER SOLES

We have added to our line a complete range of the above items. They are *made in Canada, by Canadians, for Canadians.*

Write our nearest Branch for Prices
or ask our Travellers

Canadian Consolidated Rubber Co.
LIMITED
MONTREAL, P.Q.

28 "Service" Branches Throughout Canada



SHOE & LEATHER JOURNAL

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Vol. XXVII. No. 19

TORONTO, OCTOBER 1, 1914

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Foreign Subscription, \$2.00

Canada in Excellent Shape—Keep Business Moving

INSPIRING AND THOUGHTFUL ADDRESS BY PRESIDENT R. C. WILKINS BEFORE
EASTERN TOWNSHIPS ASSOCIATED BOARDS OF TRADE, AT GRANBY.

"It is not the privilege of every man to go to the front, but those who have gone and those who will go, expect us who remain at home to keep the business of the country moving along, that hardships may be averted: it is, therefore, our imperative duty to avoid panic, to combat every sign of discouragement or down-heartedness, to ourselves feel and make others feel that we must and will do business as usual in order that all may be employed. I have reports from a number of Boards of Trade forming part of this Associated Board, which show conditions in the Eastern Townships to be excellent. With the exception of hay, which is below the average, all crops are good. Business is reported as good, and in some cases a considerable improvement over last year; in one or two sections only have reports indicated a slowing down of manufacturing and general business. The summer tourist business has been good and will improve as the roads improve. The enormous demand for food stuff, live stock, dairy produce, etc., will make our agricultural classes prosper as never before. The only manufacturing industry now working full time in Germany is the Establishment for the Manufacture of Widows and Orphans of which the German Kaiser is the President and Managing Director. Our manufacturers should be now looking into the question of producing goods such as have been heretofore imported from Germany and Austria. Not only does this apply to our own country, but we should endeavor to supply much of the goods formerly imported from Germany and Austria by Great Britain. In this connection I believe it is highly important that our tariff should be so adjusted that manufacturers will be assured for a number of years of sufficient protection to secure our market for them, that they may be encouraged to make the large necessary outlays on patterns, tools and plant to take care of this prospective new business. Many manufacturing establishments have been obliged to reduce their output during the recent depression, but the shelves of the retail merchants are by no means overstocked, and will need replenishing at a very early date. Government contracts for war supplies have put a considerable number of industries not only on full time but on overtime, and several clothing and shirt factories are working both day and night shifts. The cotton and woollen mills have taken on new life and almost every spindle in Canada is humming a tune of good wages and plenty of work. Saddlery, shoes, medical preparations, explosives and many other lines of industry are also benefitting and the wages thus earned by the employees will surely find their way to the retail merchant who in turn will order more freely from wholesalers and manufacturers. To the three thousand members of this Associated Board and to all other men of the Eastern Townships, I say, "Fear not for the future," but wear a smile of confidence. Courage is contagious. Push business as you never did before; buy goods "Made in Canada" and thus assist in keeping our factories running full time. Have confidence in Canada, and when this war is over I believe that we will see the greatest boom ever known. Not one province in Canada is fully cultivated. We have homes here for many millions of people and none better than in the Eastern Townships. Let us be awake to our opportunities and obtain our share of the prosperity that is bound to come to Canada, once this German Made, Cold Blooded, Diabolical Plot Against Humanity and Civilization has received its quietus at the hands of the Allies. The soil fertilized by British blood spilled on the fields of battle produces the greatest crop of Liberty and Justice Known to Man."

Made Thirty Cents On Sale After Hour and Half Effort

How Far Should a Salesman Go In Attempting To Serve and Satisfy a Customer Who Is Merely "Shopping" and Wants the Very Latest at Practically Cost Price—A Racy Retailing Experience

How far is a shoe clerk justified in seeking to sell a customer? To what lengths should he go? How much time should be expended on her and what stock of patience should he exhaust? The question arises—Is there a limit? When does meekness cease to be a virtue and faithfulness become a weakness rather than a desirable attribute?

Dunning is a salesman in a suburban store in Toronto, of which Kimball is the proprietor. The other afternoon a lady entered. She was middle-aged, well dressed, passably good-looking and well-to-do. She politely informed Dunning that she was looking around and wanted to see some of the very latest and newest Fall styles.

He quietly and bravely started in. He showed that woman several of the season's best offerings in footwear, but found she objected to this shoe and to that one, mostly on the ground of price. She evidently desired five or six dollar value for about three dollars. When certain odd sizes or out of stock lines were presented to her, and she was told that they were regular five and six dollar shoes, but would now be cleared out for three or four dollars, she made it known that she did not like them at all, and would pick up some of the snappiest creations and ask: "Well now, why cannot you give me this five dollar shoe for three dollars?" Dunning vainly endeavoured to explain that it was only on broken lines, and certain brands or lasts which they were clearing out, that reductions were made to practically cost price, but that on regular goods which had been received only a few weeks ago, they must have a fair profit. Still the clerk kept pulling down carton after carton and the lady kept trying on shoes and asking all manner of questions.

Sell Her At Any Cost

Finally, Dunning was in despair—he had spent over an hour with her and going back to the office, asked Kimball, the proprietor, what he should do, briefly explaining the trying circumstances.

Now, Kimball has a certain amount of "fight" in him, he is game to the core, and he hissed between his gasps: "Sell that woman at any price—only sell her."

Dunning went to the front of the shop, and resumed his task with renewed vigor. He was still polite, tactful and attentive. Time wore on, and soon another lady entered who desired to see some children's shoes. The proprietor came out from the rear and began waiting upon the new caller in another part of the shop. Eventually the woman, after all good-nature and self-control had practically been exhausted, told Dunning that she would take a certain pair of shoes at three dollars. The boot was a gun metal button,

with Cuban heel and fairly high toe. It was not exactly the latest creation, and the cost to the proprietor was \$2.70.

Acting on his instructions from Kimball, Dunning had made up his mind to sell, and for the sake of getting rid of his querulous and time-killing customer, he quoted the figure on this shoe at three dollars. Finally the lady said she guessed she would buy it. The clerk heaved a sigh of relief—the long siege was at an end. His indignation had been slowly rising, but having dammed back the torrent of anger, he found infinite satisfaction in the fact that he had made a sale.

"Of course," responded the dilatory and inquisitive purchaser, as Dunning was doing up the parcel, "you will throw in a bottle of polish with the shoes."

This was the last straw, and the proprietor, who had overheard the remark, allowed his wrath to have full vengeance, and he said to the lady: "Kindly remember that we are not running a hospital or free institution here, in order to give away stuff."

Said She Would Call Again

This evidently aroused the ire of the customer, for she said sharply: "Oh well, I have changed my mind then, I do not think I will take the shoes. I will possibly call again."

"Please, Madam, don't, please don't!" observed Kimball. He thought that would be the last he would ever see of this cantankerous customer, but women have strange freaks at times, and their nature does not always run along methodical grooves. Quick as a flash, the female changed her mind and said:

"Oh well, I suppose I may as well take the shoes, I was going to look elsewhere, but perhaps I can do as well here."

The parcel was done up and as the woman was going out of the door, she remarked to Dunning:

"Some people are very testy and short-tempered. I do not like the way that boss of yours spoke to me just now."

The clerk was a little more tactful:

"Oh well, you know, there is a limit to all things, Madam, and we cannot always be as sweet-tempered as an angel."

What Would You Have Done?

Now here was a woman who had been sold a pair of shoes after taking up an hour and a half of the salesman's time, on which the proprietor made the enormous profit of thirty cents. The proprietor has red blood in his veins and will at times, take a dare, and it was simply owing to the challenge which he put up to his clerk to sell this caller at any cost, that a sale was effected. The question arises—how far should a clerk go in waiting upon a woman, who announces that she wants to see some of the newest creations in footwear, and that she is "merely looking around?" The store in question really lost considerable money on this sale, and the only compensating circumstance was that some time in the future, the woman might return, when she was in a more gracious mood and liberal frame of mind.

Is Retailing a Real Picnic?

The foregoing is a true incident and is told without any exaggeration, only that the names given, are not the correct ones, but answer very well for the purposes of the narrative. Still some people to-day think that retailing shoes is a regular picnic, and that waiting upon the public is a privilege greatly to be envied.

IT IS THE BEST EVER

Enclosed please find Express Money Order for one dollar in payment of my subscription to the Shoe and Leather Journal. I wish you continued success in publishing your valuable and very newsy paper. It is the best ever.

Yours ever,

George E. Wegenast.

Port Arthur, Ont.

Historic Shoe House Celebrates Its Golden Jubilee

Senior Members of Blachford Firm, Toronto, Who Began Business in 1864, are Still Working as Hard as Ever—Decided Changes that Time has Brought About in Lasts, Patterns and Selling Methods

Fifty years in the shoe retailing business and still at it—as alert as ever, as buoyant of step and as jovial in spirit. This, in brief, is the record of Horace P. and Chas. E. Blachford, who, away back in October, 1864, started a small shoe shop at 131 King street east. Both these venerable figures in the footwear history of Canada, are to-day celebrating their golden jubilee and receiving the congratulations of many friends.

While there are historic houses in Great Britain, the United States, Canada, and other countries, which have borne a family name for many decades, still it will frequently be found that either a son or grandson is running the business and that the head of the original establishment has long since passed to his reward. This is not the case with the

Blachford Shoe Store. The same men, who began in a small way before Confederation, are to-day at their desks, and are as regular and attentive to duty as any of the thirty or forty employes in the service of the store. A brief history of the firm is interesting. Horace P. and Chas. E. Blachford are brothers, and sons of Anthony Blachford, who was for many years accountant and later partner in the W. B. Hamilton Shoe Co., Toronto, but passed away in 1886. Horace P. Blachford started

his career in the shoe business when in his 'teens, away back in 1860 with S. M. Sanderson, running errands, sweeping the floors, and making himself generally useful. After three years his health gave out and he went to the country to spend some time, his younger brother, Chas. E., taking his place in Sanderson's store. After a year's service, the latter joined his older brother and they opened out in premises at 131 King street east, near the St. Lawrence Market, under the style of A. Blachford, which was the name of their father, although he had nothing to do with the buying or selling of the lines which the young men handled.

The shop had one small window, was about forty feet deep and twelve feet wide. In 1867 the young men bought the stock of Sanderson's Shoe Store and moved up to 107 King street east, which was then in the heart of the flourishing mercantile establishments of Toronto, and here they did a little better class of trade, catering more to the city people. This store had two display windows, was about forty feet deep and twenty-four wide. After remaining there until March, 1877, the next shift was to 87 and 89 King street east, in the Terrapin Block, this being known as one of the finest buildings in the city. Here the brothers had an establishment about one hundred feet deep and twenty-five feet wide.

The store next door was taken in some years later and communication secured by means of an archway. Business kept on increasing from year to year. The firm handled reliable lines of shoes, treated customers courteously, gave good values and greatly widened their connection. In September, 1896, the Blachford Shoe Store was removed to its present stand at 114 Yonge street, which was then becoming the leading business thoroughfare of the Queen City, the larger retail houses gradually shifting from King to Yonge. Their present business home is one hundred and forty feet deep, twenty-four feet wide, and gives them three floors.

A few years ago, the front was entirely modernized and is now one of the most attractive to be found anywhere. In 1912 the style of the business was changed to H. & C.

Blachford, Limited, a limited liability company being formed with a share capital of \$100,000. Horace P. was elected president, Chas. E., vice-president Fred. A. Blachford, secretary, and Howard C. Blachford, treasurer. Fred. A. Blachford is the son of the president of the company, and has been identified with the business for 21 years, being the buyer in the men's and boys' department, and Howard C. Blachford, the son of the vice-president, has been connected with the house for fifteen years, and is the



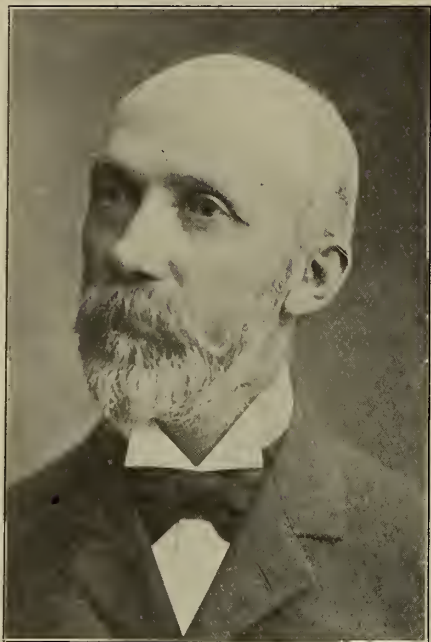
THE IMPOSING AND INVITING FRONT OF BLACHFORD'S SHOE STORE, TORONTO

buyer in the women's and children's lines.

The slogan of the firm has always been "the store that fits the feet," and Blachfords have to-day several customers who were doing business with them when the scattered provinces were being formed into Confederation.

Among the very first subscribers to the *SHOE AND LEATHER JOURNAL* when it was launched in 1888, were H. & C. Blachford, who have been constant readers of this paper ever since. The firm have an honorable and upright record having always paid one hundred cents on the dollar in the fifty years of their history, and have always kept reliable goods, never dealing in cheap, trashy lines. It is interesting to review the changes that have taken place in shoe styles, service and merchandising methods since the Blachford Shoe Store was established in 1864. Both the senior members can recall many interesting incidents in connection with shoe selling in the early days. "Yes," remarked the president of the firm, "in those days there were no widths, no half sizes, no cartons and practically no season styles. These are all developments of later years. In the former days, the primal considerations of customers were wear and comfort. Now it is style, snap and finish. Why the same line of shoes would do for seven or eight years—

nearly all the lasts being straight. Women's prunella boots were then quite the thing. They had an elastic goring on the side. Another favorite was an enamel cow-hide lace boot, with a prunella top. Such a thing as button boots was unknown. For men calf, kip and cow-hide Wellingtons or



H. P. BLACHFORD, PRESIDENT

long-legged boots were considered to be right up to the mark and we possibly sold as many of them ranging from \$3.00 to \$7.00 as we did of lace or gaiter. Shoes were then laid on open shelves, flat on their sides, one pair being placed above another, or in other words, a section of the shelf contained two rows of shoes, each pair of which was held together by a string. Long boots were suspended from rods or nails at the top of the store and when one wanted to pull down a pair, he got out a pole with a hook attached to it. He caught these shoes by means of the straps at the sides, balancing the whole outfit until it got to the counter.

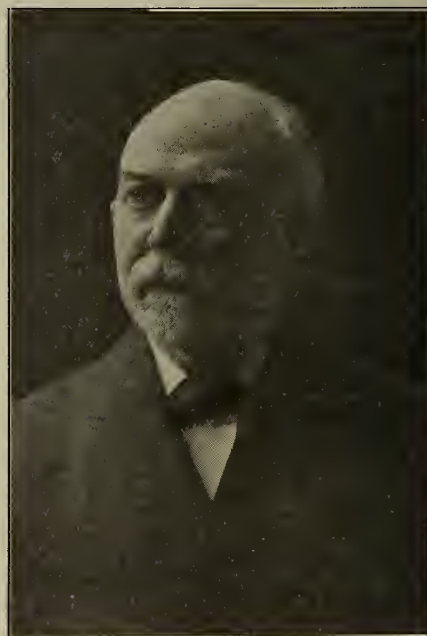
Just Handed Them Out

"Such a thing as fitting in earlier days was almost unknown—we handed out shoes over the counters, then a prominent feature of every shoe shop—very much the same as a butcher does a pound of meat, or a grocer a package of coffee. People took it for granted that shoes would fit, and as they were built roomy and straight, we never had any complaints, if customers asked for the right size. Then gradually an improvement began to take place. We began to handle a better grade of shoes. First widths came in—there were only two widths at first, the narrow and the wide. Next, lasts began to have a little curve and fancier patterns appeared. Cartons also made their appearance and a strange thing was that the first which came out contained a dozen pairs of shoes, which would be of assorted sizes. Eventually the present cartons arrived. In 1876 I remember going to Paris, and while there, brought home some French shoes. They were the first ever seen in Toronto and created a good deal of interest, particularly among the women. In workmanship, cut and style they were marvels in that day, and I remember we kept sending in repeat orders for these shoes for five or six years. Then American manufacturers began adopting Parisian footwear fashions, and we did not have to send abroad in order to get the latest and most attractive, but we bought from across the line. Later Canadian shoe manufacturers started in to give style and appearance to

their lines and have made wonderful progress until, in the Dominion to-day, there is produced as neat, well-fitting and fashionable footwear as can be desired. Retailing is much more of a science to-day than away back in the "seventies." The fitting of the feet, the style problem, the close study that has to be devoted to the fancies and fads of the public, and the judgment and care that has to be exercised in buying, all make the shoe business a more serious consideration and venturesome undertaking.

In Days of American War

"Yes, on the whole, conditions have greatly improved. For many years we have kept a repair shop. Mr. William Stone, who is the head of that department to-day, is in his eighty-eighth year, and has been in the service of the firm for upwards of thirty years. I remember, during the American War, shoes were made very cheap. Several skeddaddlers from across the border came over to Toronto to get a job and would make welt shoes, hand sewn, for fifty cents a pair. They could do about two pairs in a day. To-day it costs us from \$2.00 to \$3.00 a pair to have these shoes made. We still make a few lines for some of our customers and used to send ordered shoes to New Orleans, California and other cities. Patrons would move away, and knowing we had the lasts and the patterns which fitted their feet, they would write and have us send out boots whenever they required them. We still have a large stock of lasts and patterns, but do not make very many shoes to-day. At one time we had in our employ about fifteen or twenty shoemakers. The cutting was done on our premises and the work sent out to the men around town. I have done a great deal of cutting myself in years gone by, and can do it yet, if required, for the firm still makes a few hand sewn shoes for patrons, but not many. The old days have passed and the new order of things has been ushered in. When the Blachford Shoe Store first started, there were several shops in Toronto that catered exclusively to custom shoemaking, among them being Wilson and Faulkner, for



C. E. BLACHFORD, VICE-PRESIDENT

the women, and Dack and Robertson for the men. The Blachford Company never did so much custom work as they did order work. They would obtain a last that would suit certain patrons who possibly suffered from corns, bunions or other deformities of the feet, and these patrons would

send in year after year to have their shoes made from these lasts.

"Yes," concluded Mr. Blachford, "I could relate many other interesting evolutions of the trade, but perhaps what I have said will give your readers an outline of the progress and development of the retail shoe conditions to-day, as contrasted with those of forty or fifty years ago."

John Catto & Son, dry goods merchants, 59 King street east, are the only retail firm in business in Toronto to-day



FRED A. BLACHFORD, SECRETARY

who were operating when the Blachford Shoe Store was started. Mr. Catto is still at the helm.

The name Blachford is being associated with the shoe trade in an even wider arena at the present time owing to



HOWARD C. BLACHFORD, TREASURER

the younger generation launching out in the manufacturing line. The Blachford Shoe Manufacturing Co., Toronto, was founded a few months ago by George A. Blachford, who is a son of H. P. Blachford, president of H. & C. Blachford, Limited, and was for several years associated with the Murray Shoe Co., London, and his cousin, Charles A. Blach-

ford, who was for a long period city salesman for Blachford, Davies & Co., Toronto. This enterprising firm is meeting with fine success in the making of women's high-grade welts.

Photographs Used For Sample Shoes

"Much money is spent by manufacturers annually making up sample shoes for their salesmen. It has been suggested the writer believes, that some manufacturers, instead of supplying salesmen with samples of only one design on each list, supplement these with full-sized photographs made from artistic pictures of the latest footwear," says Shoe Topics.

"The above method is very advantageous. It not only reduces the cost of samples each season, to a great extent, but in many instances reduces the traveling expense of the salesman, in so far as shipping baggage is concerned. Salesmen can visit a large number of possible customers each day. With actual photographs of the shoes and one sample shoe made over each last, the purchaser can select the goods he wishes just as though shoes of all designs were before him.

"The enormous expense involved in the manufacture of samples to completely show every style and design of shoe manufactured by large concerns selling to the retail trade is a big item, but one which it has seemed impossible to reduce.

"If this plan is followed the photographs must be very clear and made in the actual size of the shoe.

"The blucher shoe may be made up over a certain style of last, and drawings are then made of other designs, such as lace, button, etc., made over this last, and as many photographs are taken as are necessary to supply each salesman with an illustration of each design.

"Another method used is the manufacture of one pair of every style and design of shoe, and then to supply photographic duplicates of these shoes to all salesmen. By the use of the latter method, only one sample on each style of last would be carried by each salesman, and the remaining designs would be shown in the photographs."

Last Company Extends Premises

The Canada Last Co., Limited, Van Horne street, Toronto, have just completed a large addition to their factory. The extension is of solid brick, mill construction, and in dimensions 63 x 63 feet, two storeys high and admirably lighted on every side with wire glass set in steel sash. The floors are hardwood and the ventilation and heating arrangements up to date. The former portion of the plant is now used as a stock room and the facilities of the company have been greatly increased. The lathe capacity has been increased by fifty per cent. In the north portion of the new building are the lathes for turning the maple blocks into lasts, then come the finishing machines and next the scouring outfits. The Iredale family have carried on a last making business in Toronto for fifty-four years. J. C. Iredale is the manager of the Canada Last Co., and his sons, C. M. and J. A. Iredale, are also associated with him, the former being in charge of the sales and the latter, who returned to Toronto only a few months ago after working in a large last factory in Rochester, has supervision of the manufacturing end. The company this season are showing eighteen fine models which are right up to the minute in every respect and have taken well with the Canadian trade.

STRAY SHOTS FROM "SOLOMON."



War Is Hell

Get the veneer of culture and civilization off and you find that man is about the same at the bottom as he was when he made his engines of war out of sticks and stones, and tied his prisoners to stakes and gloated over them. The campaigns of Caesar, two thousand years ago, over the same ground as the present war, had nothing on the Kaiser in the matter of "steam roller" tactics, while the old Roman fighter would have scorned to use some of the things that are to-day considered fair in love and war. When you lift the skin of man you find the beast. It only takes the bayonet to bring out the hyena. Blood lust is as natural to the race with all our peace conventions, as it was when Cain clubbed his brother for getting ahead of him in the favour of the Almighty. It is only a higher power that keeps down the spirit of murder which has broken loose in Europe.

Mouth Fighters

If the war could be settled by talk the campaign would be over in less than a week. It is a great pity the Government does not take advantage of the latent military genius that demonstrates with a lead pencil how the Kaiser's army can be tied up in a knot by two or three simple evolutions. On a train the other day a bumptious individual, who would probably have to be dug out from under the bed if a call came for his services, was demonstrating to a small coterie the mistakes that the British and French made that let the Germans get through Belgium. If mouths were howitzers, and lead pencils bayonets, we might do all our fighting while we put away melons and fried chicken in a down-town restaurant, and peace treaties could be negotiated while we were disposing of our dessert.

Get Ready

The great lesson in this war is on readiness. The Germans may be beaten in the end, but they have given the world a great practical demonstration of the value of efficiency. They ran their invasion of France on a schedule that would have got them into Paris in two weeks, if it had not been that a "cog slipped" in the shape of England and Belgium. In any case they gave a splendid example of the advantage of a definite plan and a vigorous effort to carry it out. The French had talked about getting back at Germany for a generation and ought to have had everything in readiness for the enemy, but they spent so much time spitting on their hands and telling what they intended to do, that their foes got in under their guard and nearly sent them to the count. When you have a good healthy opponent don't give way to talk—get into the game and beat him. Do to the other fellow what you think he is going to do to you, but do it first.

Doing Things

The "silent man" in war is the one who wins. England's "silent man" is in charge of her destiny in this fight. Lord Kitchener has again demonstrated his capacity for keeping his mouth shut and getting his men there. Before

the world realized the war was on he had a British force in France. When men were wondering if India was going to remain loyal, he was transporting a native army across sea and continent and they were in the thick of the fight before the Germans had ceased talking of what they would do to India. While everybody wondered how the disparity between the Germans and the Allies should be made up, one morning a Russian army was found on Belgian soil ready for business. It is doing that counts and the man who carries this principle into daily life will move the world.

Mouth Patriotism

Patriotism that lives on flags, talk and subscriptions is a poor anaemic substitute for that love of country and what it stands for, that leads a man to set aside personal convictions and prejudices and stand in the breach with a loaded gun. There are men who have been thorough Quakers in their principles for a generation, and who have deprecated appeals to force in national and international disputes, who are ready to defend the attitude of Great Britain in the present war with their lives. "We must beat them," is not the arrant talk of jingoism but the expression of a deep-rooted conviction that our cause is not only a just one, but one that represents right as against might, and civilization against barbarism. As Premier Asquith puts it, the resources of the British Empire must be exhausted before this arrant aggression is allowed to succeed.

Bringing God In

It is pitiful to find God dragged into these miserable quarrels of men and nations. If we were to believe the pious mouthings of those who claim that the Almighty is leading their hosts to battle, we might easily get back to the religion of our pagan ancestors who peopled the heavens with blood-thirsty and crafty deities that divided their time between launching thunderbolts at each other and setting human war lords by the ears. God has little to do with the ambitions and jealousies of men who make a shambles of grain fields and a slaughter house of cities. There is no doubt, however, that in this "He will make the wrath of man to praise Him," and out of the horrors of this greatest of human pestilences bring good to the world at large in His own good time.

Mercenary Views

The interest some people take in the war seems to be measured by the effect upon their pocket books. The demoralization of stocks, the high cost of provisions or the increased profits that may be derived from goods that cannot be duplicated on account of the dropping off of imports, enter largely into their estimate of the situation. Thousands may be pitched headlong into unhallowed graves and the fate of empires may hang in the balance, but these money worshippers care for none of these things. In Canada we have been having a carnival of business and social intoxication, and with the bottom out of the boom and war coming up through the hole, it looks as though we were in for rather a trying period. But let us say at least, "let righteousness prevail though the heavens fall."

How a Customer Can Become a Confirmed Nuisance

The Insistent Manner in Which Some People Try to "Work" a Dealer Unjustly for a New Pair—Leading Retailer Relates His Personal Trials With a Domineering Individual Whom He Finally Had to Threaten to Throw Out of the Shop

It is all right to talk glibly of going to any length to please customers, but there is a limit in the matter of patience and condescension on the part of the retailer.

He is not a door mat on which every patron has the privilege, figuratively speaking, of wiping his feet, nor should he make of himself a tie-post to which all the troubles of the community may be attached.

Now and then the dealer runs across a brow beating, overbearing or domineering upstart who thinks, by reason of the right of a single purchase, he can lord it over the proprietor and his staff in an exasperating manner and that they should kow-tow to him in every shape and form.

"Yes," delared a Hamilton retailer, "we have a few of that type. We are willing to adjust any reasonable complaints, but the other night a fellow came into this store who was the limit in the way of nerve and cheek.

"It was rather late and I was at home. He bustled in and, in a supercilious manner snorted that he had bought a pair of patent leather shoes, with cloth tops, for which he paid five dollars. On one of them a couple of stitches of the inseam had broken. This did not show when he was walking, but perhaps on close inspection the skip in the stitches would be noticed. He wanted a new pair of shoes right away, which, of course, my clerk promptly refused to grant. Then he arrogantly demanded to know where the proprietor was and when he found out that I was not in, he stormed and fumed, stating he wanted the shoes fixed at once. The salesman told him that there were no shoe repair establishments open at that time of night, but the fellow

was so utterly unreasonable that he expected all humanity to cater to his need. However, he finally went out in a huff declaring he would see the boss.

Could Not Wait a Minute

"Sure enough, the next afternoon he appeared and once more presented a clamorous demand for a new pair of shoes. I told him the fault of which he complained was a very minor one and that we would be only too pleased to attend to it if he would let us have the shoe. He said that he had no other shoes and could not do without them, that he had to have them fixed right there and then and he couldn't wait a minute. It was naturally impossible to minister to his wants on the spot as we have no repair shop, but send all work out. I finally asked him if he could not let us have the shoe for half a day and once more he impudently told me that he had no other pair to wear. I then remarked that if he was so utterly out of footwear before he bought the goods he must have been barefooted at the time. He said he would not wait for the shoes to be sent to the factory or a repair shop and once more renewed in a peremptory manner his demand for a new pair.

"I told him flatly that it looked as if he were trying to ring a bluff for new shoes and that he could not come that game on me. He grew more impertinent and abusive. Finally I informed him that if he would leave the shoe at the house we would have our messenger service call for the boot, have it repaired and returned the same day. Our friend went to the telephone at noon the next day and said



THE ATTRACTIVE AND INVITING INTERIOR OF WYATT & LITTLE'S SHOE STORE, SASKATOON, SASK.

that no one had been up for the shoe. A couple of hours afterwards he made his appearance at the shop in a towering fit of rage and wearing the shoes. I informed him our messenger service had called, so far as I knew, but that I would certainly look into the matter. He secured the name of the service and went out. That night about twelve o'clock, after I had retired and was sound asleep the telephone rang and the grouchy individual at the other end of the line proceeded to inform me in language, both coarse and lurid, that the messenger service had no such a call on their books.

"I asked him how he knew. He said that he had been around to the messenger service and found out for himself and intimated that I had been lying. I promptly told him that he had his nerve with him and that for pure gall and downright sneakiness he took the palm. The next morning he appeared again and this time brought the shoe down with him.

Evidently Looking for Trouble

"To show how much in earnest he was and to demonstrate the fact that he was more intent on airing his troubles and forcing a new pair out of me than he was in getting this particular boot fixed, I may tell you that he had already made three trips to the shop to give vent to his discontent, yet he could not bring the shoe down, showing that his grievance was not so very real. Well, we sent the shoe out, had it fixed and returned to him all within an hour and a half.

"You can imagine my surprise when I was called to the telephone in the afternoon by this grumpy customer and greeted with the salutation, "That is a h— of a job you did on that shoe." Then I flew off the handle at once and told him that the job was all right, that he did not know when he was well treated and that if he ever came near the shop again bothering me or the clerks we would throw him out bodily. He said he could lick any one of us or the whole staff combined and I told him to come down and try it, that we did not want the custom of such as he and were not going to put up with any more of his abuse or bluffing.

"I have not heard from the fellow since and do not expect to. I have merely narrated this story at some length to show what a confounded nuisance certain blustering and selfish individuals may become in connection with the trade of a store. Perhaps that fellow when he got the shoes home did not like the last on which they were made. He may have ripped those stitches with a knife himself and came around thinking he could work us for a new pair. You know there are certain people who, after making a purchase are never satisfied and will adopt any ruse or underhand tactics to get goods taken back or bamboozle a retailer into giving them a new article. Let me tell you that there are too many soft hearted retailers in business to-day who encourage that sort of thing or else pass the blame onto the factory. What we all want is a little back bone and force of character."

War Hits U.S.M. Co. Hard

A recent despatch from Boston says: "There has not been a time in years that the United Shoe Machinery Company has done such a small volume of business as at present—both here and abroad. On one side of the water the government suit, slack business in the shoe manufacturing, and the war are assigned as the causes; abroad, the war is, of course, the major factor.

"At the Beverly plant there are 2,800 employed, by far a low record for several years and comparing with over 5,000 in the latter part of 1911, just before the government suit was started. As recently as last May the Beverly factory had 3,600 men on the payroll, the decline to the present

number being a good reflection of the slowing down in the shoe business, which United officials estimate to be running fifteen per cent. to eighteen per cent. below normal.

"In the foreign field the United Company has been particularly hard hit. Its German and French factories are practically closed down because of the call of men to colors. The factory in Leicester, Eng., is employing about 2,000 and operating about 70 per cent. of normal. In Russia business is at a standstill, a fair amount is being done in Norway and Sweden, while in Italy and Spain the volume is about 50 per cent. of normal.

"One reason why the British factory is making a better showing than any other plant is that some of the machines which ordinarily are turned out at Beverly are being built at Leicester. Some of the foreign business, notably South America, has previously been handled from Beverly, but with conditions in finance and industry as at present it has been deemed wise to take advantage of the fact that the machines can be built abroad much cheaper than in the United States. To what extent the United Company will transfer business to its European factories at the expense of Beverly remains to be determined, and it was with the greatest reluctance that even this small beginning was made.

"Such an abrupt check to its business as the United Company is now experiencing is—for it—quite unique, but the company has a bulging 'war chest' and can stand adversity better than many industrial corporations. On March 1st last it had net quick assets of more than \$20,000,000."

From Furnace Room to Manager

F. M. Morgan, who is manager of the Edmonton branch of Ames-Holden-McCready, Limited, and some months ago was also given charge of the Calgary warehouse on the resignation of E. A. Dagg, is one of the most widely known shoeman in the Prairie Provinces. His connection with the firm dates as far back as December 1st, 1885 and he has been with them ever since having filled all the positions that they



had to offer from throwing wood into the furnace at Winnipeg to the management of the Edmonton Branch which he assumed eight years ago. Mr. Morgan has worked up a large trade in the West, and, by his kindly disposition and genial nature, linked with fine business ability, has managed to win his way to the forefront in footwear ranks. He is an untiring worker and is very fond of a game of golf.

Put in a Bright "Thanksgiving Day" Window

Thanksgiving Day recalls to the average mind close association with the lordly bird of creation, sometimes known as the turkey. It also brings home to the average retailer the necessity and advisability of drawing attention to his new fall lines, by making a special and appropriate window display. Thanksgiving will be observed on Monday, Oct. 12.

Many practical suggestions have appeared in the *SHOE AND LEATHER JOURNAL* on suitable window trims, and from numerous letters received our efforts along this line have been appreciated. In the August 15th number there appeared a simple and easy layout for a school children's window,

is dingy or gloomy, see that it obtains a fresh coat of paint and if you cannot afford to install thoroughly modern windows, make the very best possible use of those which you have. Do not forget to have a few good shoe display stands. These do not cost very much and come in a variety of styles and materials, about which your findings dealer will, at any time, be glad to give you prices and information.

It Means a Little Effort

Much more might be said on the question of proper window displays, but remember that no window trim that



and in the September 15th edition, the window dressing pages showed how to put in a special War window. The directions given were explicit, and have been followed out by a number of live retailers.

This is the time of the year when the man who wants to improve business does not sit down at the back of the shop and mope or walk up and down and wonder why trade does not come in. He does some thinking on his own behalf and if he is progressive, he will translate some of these thoughts into action. Action creates life, life stimulates trade, and trade means money.

There is just as much business in your locality as there ever was, but you must make up your mind to go after it a little harder. Be a little more diligent and aggressive, a little more alert and a little more circumspect. Devote more attention to your windows, make every inch of display space count. There is no medium quite so cheap and effective, from an advertising standpoint, as your store front. If it

attracts the trade has even been created of its own accord. We admire certain things in this world. We would like to have certain capabilities, certain possessions, certain knowledge, certain powers, etc., and look upon the acquisition of all these, on the part of others, as almost natural. As a matter of fact, back of anything worth while, there is study, work, effort, application and concentration. No window that is intended to be striking and convincing can be undertaken in any haphazard, happy-go-lucky style.

Installing a Nice Back-ground

In this issue the *SHOE AND LEATHER JOURNAL* presents a practical suggestion for a suitable Thanksgiving Window. Thanksgiving Day will be observed on Monday, October 12th, and the live, alert retailer will make some preparation to secure his share of the trade, which generally is associated with any holiday. Most people will want new shoes for the occasion and as Thanksgiving is a great time for home-

going, advantage should be taken of every means at hand to boost trade and boom business.

Suggestive of Bounteous Harvest

The accompanying sketch affords an idea for a typical Thanksgiving window. The uprights on either side are in oats or wheat or grain of any kind. From the cross-bar on each pillar may be seen apples hanging by means of narrow ribbons, while pumpkins, squash, melons and citrons rest on the wide cross arms which can easily be made out of packing box boards. The background at the top is arranged with straw or grain or a painted effect will answer. The scroll is made of a board, covered with white felt, which can be easily procured.

The letters in the word "Thanksgiving" are formed with ears of corn, fastened or sewed to the felt. From the central scroll, streamers hang and the horn of plenty is made of hoops of various sizes covered with cheesecloth, the outside surface being a coating of plaster of Paris, to add to the smooth effect.

From the opening of the horn, grapes, peaches, apples and even potatoes may be used with good effect. In fact, anything suggestive of the harvest season, the garden, the orchard, the woods, or the vineyard, may be used in putting in this window, which will attract a good deal of attention.

A few pairs of snappy fall shoe styles, both in men's and women's should be displayed. The accompanying background is only a suggestion and may be varied to suit the requirements or local conditions or the individual retailer. The main thing for the average man, who feels that trade is not coming the way it should, is to get out of the beaten track. Do something different. There is always a way and the enterprising dealer is the one who will either find it or make it.

One of the most helpful and surest methods of making this way is to pay constant attention to your windows. See that they work for you every hour of every day. Give them the greatest supervision possible and if you have the stock and the service to back up the good impression created by a bright, business-like front, you will have no cause to complain of dull trade or quiet times. Do not expect business to come to you without you going down the road a distance to meet it.

Another thing is to make the best possible use of your newspaper announcement and publicity arrangements. Do not let up because others do, show your faith in your community and future business by keeping your name well to the forefront. Demonstrate that you are doing business as usual and by your course, conduct and concentration feel that the War will be settled in Europe and not in an arm-chair in the back shop or by a gossipy group on some street corner.

Why Early Ordering is Good Business

On the most reliable authority and sound information, it may be stated that shoe dealers in all parts of the Dominion have nothing to gain by delaying orders. It is morally certain that if they put the matter off they will have to pay more for the goods when they want them. Immediate placing will prove of advantage to any retailer, as none of the manufacturers can guarantee prices. Neither they nor the tanners know where they are at. One leading Canadian maker of men's shoes, who is never an alarmist, never panicky or fussy, but takes at all times a calm, conservative view of matters, writes the *SHOE AND LEATHER JOURNAL* in an interesting way. His remarks, which follow, are well worth reading:

"Our travellers have been instructed to advise the mer-

chants that early ordering and early sizing will insure their getting prompt deliveries, and all the shoes they require. Merchants hanging off and not ordering until late in the season run chances of having prices advanced. Should the war continue after the New Year, the manufacturers in Canada and the United States will be short of leather, especially sole leather and calf leathers. Colors will be something almost impossible to get, on account of all the dyes coming from Germany. We have no intention of increasing the price on the merchants ordering in plenty of time, but we have advised that we cannot keep the prices open after certain dates. The conditions look good for this season. The manufacturer who has not covered himself with leather already will find prices advanced and still advancing, and if he doesn't get after it at once, he will be short of leather after February, and will have to increase his prices. Sixty per cent. of our hides are imported from Europe, and should business improve in the United States, the hide market will be short at the end of the year."

How Many Seeds in the Pumpkin

M. H. World has been appointed manager of Young's Economic Shoe Store at 1128 Bloor street west, Toronto. A novelty contest is being conducted. A large sized pumpkin has been placed in one of the windows and passers-by are invited to drop in and guess the number of seeds contained in the pumpkin. A card explains that everybody is free to guess and each contestant is requested to write his or her name and address on one side of a card and the estimated number of seeds on the other. The pasteboards are then dropped into a box and all will be taken out on the night of October 16th, when the seeds in the pumpkin will be counted. The winner will be presented with the best pair of shoes in the store. The contest has aroused considerable interest.

An Attractive Western Store

One of the flourishing shoe stores in the West is that of W. E. Tait, of Kelowna, B.C., and the accompanying cut affords some conception of the inviting character of the premises. W. E. Tait & Co. also operate an exclusive shoe store in Kamloops. The one in Kelowna is known as the City Shoe Store, and was opened in March, 1913. It is



under the able management of W. D. Morgan, who reports business very good, and attributes the satisfactory results to the exclusive lines they carry in high-grade footwear. J. & T. Bell and the Walkover are the leading brands. The firm have their own label on every carton and the repair department is in charge of F. R. Knapton. W. E. Tait, the head of the firm, gained his experience in the shoe trade with George Ryan, of Winnipeg, and in Stark's Shoe Store, Vancouver. He is an alert shoeman and a close student of styles.

Shoe Displaying at Fall Fairs

A noteworthy feature at the Peninsular Exhibition, held by the West Kent Agricultural Society at Chatham, Ont., on September 21, 22 and 23, was the boot and shoe exhibit displayed in the main building by J. L. Campbell, shoe merchant, of Chatham. Not merely was the display very attractively arranged, but it drew additional attention from the fact that it was the only boot and shoe booth upon the grounds. The showing of shoes at the Chatham Fair is, however, no longer a novelty or an experiment. This is the third year that Mr. Campbell has put on a display of this nature, which indicates that he regards it as good advertising. The display was arranged in the east wing of the main building, occupying the major portion of an entire side booth. The liberal use of white cheese cloth provided a clean and attractive background, while the floor of the booth was covered with a couple of lengths of carpet. A frame work of scantling had been put up, railing off the space, and providing support for the signs used to add prominence to the display, the timbers being covered with cheese cloth. A big sign was placed in the background, and another immediately above the booth, the lettering in black and red being especially prominent. The footwear display included a showing of suit cases, trunks and similar lines. Pedestals were put up for the better displaying of the goods. Two obliging and courteous salesmen were in charge, and made good use of every opportunity to show the goods and make a favorable impression upon the people in attendance. A noteworthy feature of the goods shown was that they were selected from among the higher priced lines—shoes running \$6 and \$7, and upwards, and attractive novelties.

Sound policy was at the basis of this selection of goods for display. The outstanding purpose of the exhibit was to attract attention and to advertise the store. People who come to a fall fair are not looking for the commonplace; the principle behind every showing is to exhibit the best of everything. An ordinary display of staple shoe and leather goods would probably not have attracted more than passing notice; but it was certainly the fact that the Campbell display caused a host of people to stop, examine and enquire. It was based strictly upon the competitive principle which is the basis of every genuine fall fair exhibit. "Show the best goods," was undoubtedly the watchword.

Tennis Shoes Will Be Advanced

As announced in the last issue of the SHOE AND LEATHER JOURNAL, the new price lists for tennis shoes have been issued. The figures are practically the same as those which have prevailed during the past few months, with the exception that there has been a raise of a few cents on some of the cheaper brands. To offset this increase, the quality will be considerably improved. In the new list, the present prices are given and also the prices after December 31st next. The latter figures show an increase of 10 cents on some shoes and 5 cents on other lines. The selling season is now on and it is to be hoped that the trade will give their placing orders between now and the end of the year. This enables the factories to go ahead during the long winter months to make up sporting and tennis shoes so as to have them ready for delivery early in the year when required. A leading manufacturer stated this week that retailers in the past, in the matter of sporting footwear, had been in the habit of hanging off until May or June, and then sending in a rush order, expecting that the factory either had all kinds of goods on hand or that they could make them up very quickly. As the increase after December 31st next will be considerable, he hoped that all retail-

ers would place their orders as soon as possible. There was nothing to be gained by waiting.

Opening Up Chain of Stores

The J. H. Porter Shoe Stores are being opened in Toronto and it is the intention to establish five of them. The man behind the enterprise is J. H. Porter, late buyer and manager of the shoe department of the Robert Simpson Co., who has already acquired the stock known as Ye Booterye, 310 Yonge street, and launched another up-to-date store at 1346 Queen street west, near the corner of Brock avenue,



in the splendid block of the Standard Bank. The premises are nicely fitted up with single shelving of mahogany finish, and will be provided with cartons and artistic labels of a uniform character adding much to the interior beauty of the shop. It is the intention of the proprietor to establish other stores in West Toronto, Bloor St. West and over the Don river as soon as arrangements can be made for suitable locations. The branches will be managed by competent and experienced shoe men, W. Iredale, lately in charge of the men's footwear department at Robert Simpson Co., being manager of the new Queen street store, while T. J. Porter is looking after the one on Yonge street. J. H. Porter will be buyer and general manager. High-grade shoes at popular prices will be carried.

Mr. Porter was born in Hillsdale, Ont., but at an early age came to Toronto. He has had a business experience of twenty-two years, the last fifteen of which has been spent in the shoe line. For seven years he was in the footwear department of the T. Eaton Co. and rose in the service until he became buyer of the men's lines. Then he went with the Simpson Co. to take an important position and for the last three years was manager and buyer of the entire department, which he conducted with signal success. When he took charge of this branch it is understood that the turnover was about six hundred thousand dollars annually, which was increased to one million, three hundred thousand during the past year. Mr. Porter has always been a strong believer in effective newspaper advertising and gave this work his personal attention. In connection with his new enterprises he intends to make liberal use of printers' ink, backed up by a representative stocks of leading makes, of which he has always been a ready buyer, and by prompt, courteous and efficient service.

Are You Interested in New Styles?

FOR weeks past the early fall shipments have been pouring in from the foremost shoe Manufacturers of America, and this word of invitation to you to come and see the new season's styles, comes when our stocks are most complete and the variety of styles largest.

A marked variation of style is noticeable, both in men's and women's footwear. Shapes are more graceful and there seems to be a general move toward the more refined shapes.

But come and see them for yourself—and observe our prices, then compare the showing, the quality of shoes and the prices with those you may have seen elsewhere.

- Women's Patent Colt button boots with cloth or gunmetal tops in latest shapes\$3.50 to \$5.00.
- Men's Boots in Patent Colt, Box Calf or Gun Metal with heavy goodyear-velted soles.....\$3.00 to \$6.00

PHONE No. 120

Knox's Shoe Store
THE STORE OF QUALITY & SERVICE



PATRIOTIC FUND

Every Seventh Cash Sale we make on **Saturday, Sept. 17th** will go to the Patriotic Fund. Buy your **FALL SHOES** here on Saturday next and help swell the Patriotic Fund.
W. J. GREER
THE SHOE MAN

WAR PRICES FOR SHOES

Shoes will certainly advance in price. The tanners not being able to procure sufficient hides, the shoe manufacturer is unable to buy leather, excepting in small lots. Already the advance in materials is equal to about 25 cents on a pair of shoes, and will be much more later on. Rubber also has about doubled in price.

Good News

This season no advance in price on shoes will be made in this store. We have a larger stock than usual, sufficient to carry us well into the Spring. We will continue selling at last season's prices until we have to replenish our stock.

Reliable Makes

Reliable manufacturers will not accept orders at old prices. Some makers are doing so, but quality will be taken out of the shoe. 50 cents can be stolen out of a pair of shoes without altering the appearance—but this reliable store always pays the advance and guarantees the quality.

WE ARE READY.—Our shelves are filled with the choicest of Canadian and American makes for the whole family. The prices are marked in plain figures, and only the marked price accepted. All customers treated alike.

RUBBERS.—This season we will handle the same make of Rubbers as last season, as they are the best to be had, and our price is no higher than other makes.

Try this store for your next pair of shoes.

J. D. CLIMIE 30-32 King Street W.

Boots, Shoes, Trunks, Rubbers, and Suit Case

Borbridge
FOOT-FITTERS
471 Talbot St. - St. Thomas

Ladies' Shoes of Quality

From the factories of the most noted makers in Canada and the United States—Manufacturers who have an established reputation for making the best Women's Shoes and who guard that reputation carefully—we have gathered our Fall Models.

Women's Shoes at \$2.50, \$3.00, \$3.50, \$4.00, \$4.50 and \$5.00; Dress Shoes, Street and Storm Boots, a variety of selected leathers, many with combinations of black cloth and brocade topplings. Very smart Spanish or Cuban heels, medium or narrow toes, in fact everything that is up to date in shoemaking, we have it.

Our Best Efforts are at the Service of the Women That Come Here for Shoes.

LADIES' CLUB BAGS \$4.00
Black walrus grain traveling bags, leather lined, two handles, nicely trimmed and finished, 18 inch, \$4.00.

CHAS. E. RAVEN
655-659 Talbot Street

Some Retail Shoe Advertising—Good and Bad

Better Not Use Any Cut At All Than To Employ a Poor or Mutilated One—Many Advertisers Try To Say Too Much In the Space At Their Disposal—The Effectiveness of Price Quotations and Plain, Frank Statements

"It is poor policy to swap horses when crossing a stream" was one of the aphorisms of Lincoln, the great American liberator. Equally true is the fact that it is short-sighted business to drop advertising during a period of disturbed conditions, or when trade is not as vigorous as usual. All the more reason then why the retailer should go after business more aggressively and persistently than ever.

There are four essential points in successful merchandising, showing, selling, serving and satisfying. Under the first head may be grouped attractive window displays and bright convincing advertising. The newspaper is one of the most effective means of calling attention to the lines that you handle, and as has been pointed out, it is also a wise policy to display in the window the shoes which you are featuring in your advertisement. People naturally expect to see the goods exhibited. There are many kinds of publicity, good, bad and indifferent, and there is no doubt that advertising requires as careful and conscientious consider-

ation and preparation as window trims or proper buying or store service.

In this issue of the SHOE AND LEATHER JOURNAL, several ads of retailers, taken at random from different newspapers, are reproduced in condensed form and the general outline will give the reader some idea of the layout, introduction and context of the announcements. In making any comment and criticism upon the advertisements, some readers may not perhaps agree with the remarks or deductions of the writer, but it must be remembered that the suggestions or references to shortcomings are contributed in a considerate spirit and with no desire to "knock." A carping or captious attitude would avail nothing, but constructive, helpful observation may.

* * * *

The advertisement of the Knox Shoe Store, Bowmanville, occupies four columns in width and much room is taken up with the illustration on the left. It is a stock cut

in black and white and has little or no connection with shoes, except the sign board wording. The reader would judge, from the cut, that the lady driver was a patron of a golf tournament or race meet. Mr. Knox would have made his advertisement more pointed and stimulating if he had used cuts of some leading fall styles and given their chief characteristics more in detail. The heading—"Are you interested in New Styles?"—is not sufficiently catchy, for most everybody is concerned in what is novel or modish. A more engaging caption would have been "The New Styles are Interesting," or "The New Styles are Graceful, Snappy, Artistic," or whatever adjective the writer might deem most appropriate. Another matter is that there are too many styles of type used in this space, there being no less than four in all. Two would have appeared to better advantage. A good feature is in giving prices and indicating the ranges of leather, so that the reader may know what to expect. The block containing the name of the store and calling it the "Store of Quality and Service" stands out very clearly, but would look better if centred. This might be used in very good form on the letter heads of the firm, providing it were printed in light blue or grey. Mr. Knox appears to be using considerable space and evidently finds the newspaper a valuable medium.

* * * *

The ad. of J. D. Climie, the veteran King street retailer, of Hamilton, contains sound arguments and logical reason. The cut is attractive, but there is altogether too much matter congested in the space. It would have been better to say half as much and to have brought out the information in a clearer and more compact form. Mr. Climie has devoted a good deal of attention to the situation, as it affects shoes

and leather at the present time, and has told the public quite frankly the reason why footwear will advance in price. The heading for the ad. is not at all suitable, as the words "War Prices for Shoes" would convey to the average reader the idea that there had been an augmentation in price, whereas, the body of the announcement really conveys the gratifying news that the firm has a larger stock than usual, sufficient to carry them until spring, and that they will continue selling footwear at last season's prices. This feature should have been brought out more convincingly in the introductory paragraph. As has been said, Mr. Climie's ad. is a mine of information to anyone who seriously studies the market conditions. He emphasizes one significant fact not often taken cognizance of by the public, and that is, while some glib makers may be accepting orders at old prices, yet the shoe can be robbed of quality at vital points and fifty cents stolen out of a pair without altering the appearance. This fact should be driven home by the intelligent retailer to all purchasers of footwear who put up the bluff that they can get such and such a pair at Mr. So-and-so's for just the same money. It is a good argument to bring out that appearances are deceptive, particularly in footwear, and if the patron believes that wear and service count, he or she should be willing to pay for guaranteed quality. Mr. Climie also emphasizes the fact that all goods in his store are marked in plain figures, only that price is accepted and that all customers are treated alike. This is a fine standard for any shoemen to uphold.

* * * *

W. J. Greer, of Wingham, Ont., has a timely ad in connection with the Patriotic Fund, which was recently raised in his town. Being a live shoeman, he wanted to participate

3 DAYS OF 3
SHOE
BARGAINS
Thursday, Friday, Saturday
This Week

We are going over our stock and picking out odds and ends and on these three days we will offer some

EXCEPTIONAL BARGAINS


Ten per cent. of our total cash sales of these three days we intend to hand over to the

PATRIOTIC COMMITTEE

to help make up Wingham's fund for that very laudable object.

W. H. Willis & Co.

Sole Agents *Quality* For Ladies



Fashionable women know this stamp on the bottom of a shoe is a style guarantee. "Empress Shoes" are fashioned to meet the needs of every taste in dress. We have a large variety to select from and you will find a splendid showing of the "right now" styles. We are sole agents for the "Empress" Shoe.

D. W. DOWNEY

FOOTWEAR!

We have decided to close out several lines of Ladies


High Class Footwear

We will therefore make the Prices so attractive that our object must be accomplished. Look at our window and be convinced that our values cannot be excelled.

J. D. BISSETT, JUST A FEW STEPS FROM THE BELMONT HOTEL IN THE MACMILLAN BLOCK.

Full Value In

Invictus
Shoes



BE CAREFUL not to pay too much or too little for your shoes. Buy Invictus shoes and you touch the high mark in style and the low mark in price—value considered.

Whether it's a cleverly modeled Patent Leather for "dress-up" wear or a sturdy black or russet for business or sport use, you secure every desirable and dependable feature.

To make sure of understanding the true worth of Invictus shoes, visit our store.

F. W. SAVAGE,

A GAIN THE SEASON IS HERE FOR PLOW SHOES. You will need good comfortable fitting shoes, and something that will wear long after the Plow season is past.

You want the soft Pliable Uppers as well as Waterproof leather. We have them in all the Good Makes.

The Prices Are Easy:

| | |
|--|-------------------------|
| Men's tight split Blucher Pugged sole at..... | \$1.75 |
| Men's plain leather shoe made up in Tip or Plain Fronts. Special good shoe..... | \$2.00 |
| Men's Kip Blucher Shoe guaranteed to give the best of wear at..... | \$2.50 |
| We have a big selection of Men's English Kip, Calf and Tan leathers all one price..... | \$3.00 |
| Some extra specials in Chromo Tan stock, French Kip, &c..... | \$3.50 to \$4.50 |

If you want Good Values and a big selection to choose from. Come here for your Shoes

Ask to see our Men's High Grade Lace Prospector Boots in Tan or Black.

J. READY

Shoe Dealer Phone 123

in this fund, and inserted an ad that every seventh cash sale on a certain Saturday would go to the fund. His ad is well displayed, is not too crowded, and the specific purpose for which the announcement was inserted is brought home. The cut at the head of the space is ostensibly a stock one, and does not add to the strength or attractiveness of the general scheme.

* * * *

The small ad. in the centre of Borbridge, Foot Fitter, St. Thomas, requires but little comment. It is merely in the nature of a card or an announcement, and conveys no information, except that Borbridge deals in boots, shoes, trunks, rubbers and suit cases. Any kind of publicity is better than none at all, and even if a retailer inserts only a card, such as the Borbridge proclamation really is, it is bound, in a measure, to keep his name before the public. However, if the space were doubled, and used only half as often, better results might be obtained.

* * * *

Chas E. Raven is a progressive shoe retailer in St. Thomas, Ont. This ad, which extends across three columns, is direct in appeal, uniform in layout and timely in insertion. The heading "Ladies' Shoes of Quality" is a good one and in the body of the ad he tells something about the quality of these shoes, their style characteristics and price. It is a special appeal to women and as such, no doubt, brought good results. Mr. Raven tells, with force and effect, that he handles "Quality Footwear." The cut used is evidently a stock one, but is better than many that find their way into several of the newspapers, conveying at least the idea of style by displaying two shapely shoes.

* * * *

The ad of W. H. Willis & Co., Wingham, Ont., at once arouses attention by the direct announcement of three days of shoe bargains. The firm tells explicitly that they have been going over their stock and picking out odds and ends, and the public may look for something exceptional. The declaration that ten per cent. of the total cash sales will be given to the Patriotic Committee evidences a very worthy action on the part of the firm. This announcement might have been brought out a little more prominently. It is obvious that Willis & Co. closely supervise their advertising and no doubt get splendid results from it.

* * * *

D. W. Downey, the veteran retailer, of Brockville, has an interesting ad, setting forth the merits of one shoe. He makes a direct appeal to the women and the cut illustrates the general lines of the brand, while inset in the circle is shown the heel and the top lift. For this style of announcement the illustration is very good. The white space around the ad serves to bring out the body matter more clearly. If some idea had been conveyed to lady readers of the price at which the shoes mentioned sell, the printed facts might have made a more direct personal appeal.

* * * *

The ad of F. W. Savage, Waterloo, Ont., is a well set up one emphasizing the features of the shoes he handles. The argument used in reference to them is bright and timely. As an announcement of interest and instruction, the subject matter is ably written, while the comprehensive nature of the range in the line spoken of is also well represented. It might well be termed an educational ad rather than a business puller or direct seller.

* * * *

J. Ready conducts a bright shoe business in St. Mary's, Ont. His ad, which makes a clear-cut and far-flung appeal

to the farmers, is right to the point. It is well set up and prices are given along with a brief description of the various lines handled. Mr. Ready drives home the announcement that a farmer likes comfort, as well as wear and that he can secure both of these desirable attributes in footwear at comparatively easy prices. There is plenty of white space, balance and proportion in the set-up, and as a direct appeal to a buying class little fault can be found with this advertisement.

* * * *

The ad of J. D. Bissett, North Sydney, N.S., has altogether too heavy a border. The rules inside could very well have been eliminated and the general heading "Footwear" conveys no meaning likely to arouse instant interest. What the writer evidently intended to bring out was the fact that his several lines of ladies' high-class footwear were to be cleared out. But one has to read through the whole context before this is made patent. A good heading would have been "Closing Out Several Ladies' Lines," or "High-class Footwear at Exceptionally Attractive Prices."

Appreciate the Style Editions

Travelers are now out in full force with spring samples and report that retailers, who are alive to the situation, are placing their orders now, rightly believing that shoes will be increased in price later on. The wise dealer is the one who will not delay this matter, for any dilatoriness is likely to mean a larger outlay for him.

In the last four editions of the SHOE AND LEATHER JOURNAL the "Styles" problem has been gone into very thoroughly, and much information presented on every phase of the situation and on the trend of footwear fashions. A great deal has been printed on what the leading firms have to offer, and what prominent manufacturers think will sell during next season. Numerous high-class illustrations were furnished on all kinds of footwear, over seventy-five appearing in the Journal during the last two months. These cuts were made from original drawings of shoes, executed with much ability and skill by the art department of the SHOE AND LEATHER JOURNAL.

Every effort was made to show all that was new in Canadian styles in the way of lasts, toes, heels, patterns and materials, and that the trade appreciate the advance information by word, pen and picture is shown by letters received from many points. A leading Barrington street dealer, Halifax, writes: "I have read your style numbers with a great deal of interest and certainly appreciate the advance information and pointers received on what are likely to be the best sellers for next season. I have always believed that goods bought right were half sold, and for this reason follow your Journal very closely in the matter of the latest style data."

Another retailer, doing business in Regina, says: "I have taken the SHOE AND LEATHER JOURNAL for the past thirteen years and consider it is getting better all the time. You give much valuable information in each addition and I do not see how you can present such a splendid paper for the subscription fee of \$1.00. Your style illustrations are particularly clear and effective. Allow me to congratulate you upon the interesting manner in which you present the views of the trade, as well as your own on this important matter. Business with us, during the past three weeks, has been very good, and fall lines are moving as well as can be expected. We find that there is a big call for patent leather, with cloth tops, while in men's, the moderate recede toe appears to be the most popular, particularly in bals."

War Cards for Shoe Retailers

Ready for Action

Our stocks for fall are now complete in both men's and women's fine footgear.

Enthusiasm at the Front

It's all about these plain toe brocade top button boots.

A Wireless Announces

these shapes for men to be correct.

The King

couldn't wish for a nicer pair of patent button bals. than these.

Reinforcements

Just added to our range of young women's snappy shoes.

Recruits Wanted

Join the army of men who wear our serviceable shoes.

Boys' Boots

that will stand the SIEGE of hard wear and tear.

Fortify Yourself

against winter chills. These full double sole waterproof shoes are your best defence.

Lights Out!

And all is well if you have been wearing a nice light pair of our evening slippers.

Mobilized!

The finest collection of fetchy fall footwear ever assembled.

Defending Our Reputation

As the store of style and value in foot toggery.

Competition Hastily Retreats

before these \$4.00 lines of artistic creations for your feet.

Allied Forces Victorious

Style plus service and value have gained for us an impregnable position in shoedom.

A Long March

could be made in comfort with these boots.
Try them on your daily march.

Growing Scarcity of Raw Materials is Very Real

Popularity of Fabrics, Some of Which Are Capable of Receiving a Polish and Are as Durable as Leather—Large Quantity of Glazed Kid Being Used—Calf Skin Footwear May Reach a Practically Prohibitive Figure—The Trade Outlook

It is not surprising if the shoe trade is finding it difficult to know its exact status. Dealers, certainly, are becoming doubtful of the future, and are uncertain what to do. Even the manufacturers are advising moderation in movements.

It is thoroughly understood that present conditions, which will be duplicated in the future, show that the growing scarcity of raw materials must increase the cost of leather, and ultimately increase the retail price of shoes. Already values of such goods have been advanced in some cases from 5 cents to 25 cents a pair.

"After us the Deluge" seems to be the situation of the shoe manufacturer, so far as raw materials are concerned, says a leading New England authority, in very close touch with the trade. Some of the essential materials are becoming scarce, and the vanishing point is not far away, after which no price will be able to secure them. Substitutes must be used, and while a large supply of imported fabrics suitable for tops is believed to be held by the shoe manufacturers, there is a limit even to such material. American materials and substitutes for leather now have their opportunity.

Plenty of Shoes Just Now

It is estimated that the supply of shoes of all kinds in this country is ample for a considerable time, and if the goods are not exactly what the public desire the emergency is sufficient to repress fastidiousness. Indeed, any one may best be satisfied and thankful that any suitable shoes are available. Dealers are recognizing this condition, and are not increasing their stocks too fast, and clearance and bargain sales are not considered good business at this time.

More than ever before the necessity of cattle conservation is being impressed on the American people, particularly if they desire to continue to have calf-leather shoes. For all general wear the calf-leather shoe is the most desirable, but if the slaughter of young calves continues the supply of adult cattle will be eliminated. The European war is also reducing the supply of calf-skins, as it is estimated that eighty per cent. of the calf-skins used in this country are imported, and this supply being cut off the premium on calf-skin leather is evident.

The inevitable result, following the increasing value of the leather, is the reduction of calf leather to the 20 per cent. of the supply produced locally, and the value will be prohibitive, except to those of unlimited means; for it is estimated by the trade that an increase of 10 cents a foot in the value of calf leather will mean an increase of 30 cents a pair in men's boots. That the supply of calf leather will continue at the minimum for some time is very probable, hence the increased cost of calf-leather boots and shoes for an indefinite period.

Now is the Time For Fabrics

Shoe manufacturers are adopting various kinds of fabrics for shoe uppers, and giving more attention to the material and design, that it will be a satisfactory substitute for leather, both in durability and appearance. Much originality is being shown in the designs of fabrics adopted, and it is evident that beauty is to be used as a power to influence the purchase of such shoes, on the attempt to popularize this substitute. Some fabrics produced, it is stated, are capable of receiving a polish, and are as durable as leather.

One of the results of the European war which is of advantage to the domestic trade is the diversion of the sale of glazed kid from foreign buyers to America, and as the supply of ordinary leathers is so limited a larger quantity of this glazed kid is being made up into footwear for the domestic market. The value of this material is but little changed, except in a few grades, where prices are perhaps one cent a foot higher. The shoe produced from this glazed kid is considered durable and good appearing, and as it can be sold at a reasonable market price, it should prove popular.

Leather Situation Unchanged

No change is noted in the leather market, and the only change probable for some time will be advances in values. Hemlock sole moves quietly, as high prices prevent many transactions. Union is in constant demand, oak backs are in limited supply.

The call for upper stock is principally for what will substitute for calf, so such selections are commanding good prices, but the movement is limited.

Calf leather is selling for just what dealers ask. Lightweight stock that a few weeks ago was worth 24 cents, now commands 30 cents. Business is moderate.

Patent colt is held at advancing prices, and stocks decrease as values ascend. Patent side and kid is not so strong, but values are firm with a good demand.

Rough leather is in moderate request, and supplies are limited. Values are unchanged.

Glazed kid is in demand and prices are firm. Low grades are selling readily and the better grades are feeling the stimulus.

Canadian Tanner Returns From Abroad

F. G. Clarke, of the firm of Clarke & Clarke, leather manufacturers, Toronto, who is a former chairman of the Tanners' Section of the Toronto Board of Trade, has returned from a three months' business trip to the Old Country. He was there when war was declared and reports that there was no excitement occasioned by the event, but quiet, calm determination on every hand. Speaking of business conditions, Mr. Clarke says they have been disturbed in certain lines much the same as in Canada. The present outbreak of hostilities had resulted in great activity in connection with some industries, while it had adversely affected others, making the general aspect somewhat spotty. On the whole, however, matters appear to be adjusting themselves and the outlook is regarded favorably. All firms are attending to business as usual and although they may not do the same amount, they are going more aggressively after orders. In the sheepskin line pickled pelts have gone up from seventy-five cents to a dollar and a half a dozen, while war insurance, extra charge for carriage and rates of exchange make another advance of about five per cent. The prices for all dyestuffs and chemicals have jumped considerably. Clarke & Clarke, who are the largest sheepskin tanners in the Dominion, report that prices for sheepskins are stiff, but so far have made no general advance. What the future quotations will be it is of course impossible to say. Much will depend upon the supply and war conditions.

Some Very Natty Showings in Spring Styles

The spring samples of the Hartt Boot and Shoe Co., Limited, of Fredericton, N.B., evidence the high-class finish, distinctive characteristics and superb shoemaking which has always individualized the "Hartt Shoe" for men. The firm believe their range of offerings is the most complete they have ever shown, embracing everything that can be desired in lasts and patterns. They have added for spring, four new lasts, and report that travelers are now out with their new samples, and so far, the results have been very satisfactory. If business continues during the balance of the trip as good as it has been up to the present, the results, they say, will be very much larger than they had anticipated.

Five New Lasts for Spring

The spring samples of the Regal Shoe Co., Toronto, are right up to the minute in style, fit and finish. The company have added five new lasts. There is the Gotham, which is a semi-English last, with half round toe and medium slope. Then there is the State Street, which is a medium straight last, with full round toe effect. Nature's Doctor is a broad, full fitting last, with flexible shank and orthopedic heel. The Windsor is a medium full round, rather high toe last and wide across the ball of the foot; while the New Hump is as its name implies, a high toe last. Calfskins in black and mahogany tan, patent, kangaroo and kid are the leading leathers, and the samples reveal a large number of bals, many with blind eyelets, and the majority having heels from 7/8 to 9/8. The showing in low cuts is also exceptionally attractive and some oxfords are seen with plain toes and no box, designed to meet an exclusive clientele. The range of offerings is an exceptionally wide one and whether in bals, buttons or bluchers, any taste can be satisfied. The



GUNMETAL BAL., SEMI-ENGLISH TOE, WITH MEDIUM SLOPE, 9/8 HEEL, ON THE GOTHAM LAST—BY REGAL SHOE CO.

company believe that there will be a big demand for their Nature's Doctor, as well as their State Street and Gotham creations.

Featuring Strap Effects

L. B. Shafer, representing the Moore-Shafer Co., of Brockport, N.Y., has been making a tour through Ontario in the interests of his firm, and the spring samples this year are exceptionally attractive. In low cuts, strap effects are being featured, while panel fronts are also in evidence. Colonial are strong, with smaller tongues and plainer ornaments. A number have fabric quarters in brocade, moire

silk, queen cloth, etc. The spool heel is the reigning favorite, although a number carry the Louis pedestal. Colored linings are also observed. One panel front pump has a rubber goring in the side. The firm report a slight tendency in the very high class trade toward lace oxfords, with blind eyelets. The leading leathers are patent and matt vici, so far as the low cuts are concerned. In high cuts, the long vamp, recede toe, with fabric quarters, are being promin-



VICI KID BLUCHER, MATT TOP, FLEXIBLE SHANK, ORTHOPEDIC HEEL BROAD FULL TOE, ON NATURE'S DOCTOR LAST—BY REGAL SHOE CO.

ently displayed. Satin top facings are much in evidence, and all the better class of shoes are full foxed. The whole line is characterized by plain, quiet effects, light, airy finish and close edges. Matt goat is used extensively for topping. One new production in straight pumps is the strap effect. This strap can be either used in the form of a cross or converted into an ankle strap. A favorite material for quarters is black satin delaine. The square French toe is seen, as well as several other new lasts in welts, turns and McKays. The Moore-Shafer line this year is certainly very pleasing and effective.

Unique Offerings in Slippers

The Unique Shoe Company, Toronto, are showing for spring several attractive two-strap effect slippers, with silver buckles, in patent leather with velvet tops and also in patent with white kid tops. Other models are seen with three and four-strap effects, the Roman sandal boot being particularly smart. A new offering of the company is ladies' felt "snuggly" slippers, with cushion sole and heel. These slippers are cut very high at the back, so that they retain not only their shape, but easily cling to the foot. These goods, which were formerly made in Germany, are now finding a wide market in the Dominion, and come in brown, black, green and red. The fore parts are trimmed with ribbon, pompoms, etc., and some have plush fur tops and the soles are of elk. The Unique Shoe Company are also turning out a fine range of boudoir slippers in fourteen different colors, with pompoms to match, and quilted satin insoles. The lines are very pretty and make most acceptable holiday, birthday and Christmas gifts. The velvet finish on some is particularly attractive.

A novelty in the way of low cut footwear adornment is being shown to the trade by D. D. Hawthorne & Co., Toronto. It consists of a tongue and buckle, which is attached to the fore part of a low cut shoe by means of dome fast-

eners, making an up-to-date colonial. Then the tongue and buckle are easily removed, and a flat bow of corded silk substituted and similarly fastened, in a moment making a regulation pump for evening wear. The idea has certainly taken well with the trade, and Miladi can convert her slippers into either a Colonial or a pump by simply changing the adornment.

The Weston Shoe Company, of Campbellford, have completed their spring samples and installed several new lasts. The line is more comprehensive this season than ever and the medium recede toe appears to be the favorite. A number of models are seen with brocade and cloth tops and spool heels, while plain toes are much in evidence. Patent appears to be the leading leather, with gun metal a close second. In their line of children's, several new combinations of leather are noticed, together with some attractive strap effects.

Large Shoe Stock Disposed Of

The Roberts & Van Lane Shoe Co.'s stock, Brantford, has been sold to Harry C. Borbridge. The assets were offered at auction recently but the highest bid was only nineteen cents. Afterwards the assignee, C. S. Scott, of Hamilton, and the inspectors succeeded in getting a bid of thirty cents from Mr. Borbridge, which was accepted. Mr. Borbridge will move the stock to his premises on Dalhousie street, Brantford, within a few days.

Shoe Interests Hold Conference

A conference of shoe and leather men, including nearly every branch of the shoe industry, was held September 10th, at the Hotel Astor in New York. Over one hundred were present. The object of the conference was to discuss the effects of European war on their business. Representatives of upper and sole leather tanners, glazed kid manufacturers, boot and shoe manufacturers, shoe wholesalers and shoe retailers were present.

President A. S. Kreider, in reading the call to convene, stated that "the remarkable situation necessitated a conference for the arrival at some solution of the problems of the day—so that uncertainty can be stopped."

President Kreider introduced Chairman McGowin, who said that "one of the best reasons why the retail shoe merchants of the country should organize and should become members of the National, is the fact that these representative men have been influenced to meet here at our suggestion, and their being here is a tangible endorsement of our association by the tanner, manufacturer, wholesaler, and back to him, the producer."

The meeting brought out convincingly the fact that tanners have been fully justified in the advances which have been generally asked for leather during the past six weeks. Another leading feature of the meeting established the fact that shoe manufacturers will use what leather they have and are able to get at nearly old prices, and pass it along to their customers without unnecessary profit, pursuing a similar course to that started by tanners.



ANNUAL DINNER WAS A PLEASANT AFFAIR

A very enjoyable evening was spent by the travelling staff and heads of departments of Blachford, Davies & Co., wholesale shoes, at the residence of C. A. Davies, 134 Glen Road, Toronto, on September 15th. It was the annual dinner tendered "the boys" by the president of the company. A delightful time was passed, in song, toast and story. The accompanying picture shows a portion of the group

gathered around the festive board. From left to right are, J. N. Gibson, J. A. Clark, C. A. Davies, S. J. Edmondson, W. R. Cameron, W. G. Coburn, E. M. Maier, A. G. Saunders, R. G. Boyle, H. R. Emery, W. H. Harvey and M. E. Franklyn. There were also present A. E. Echold, J. M. Pirrite and others, whom the photographer did not manage to catch in the flash-light.

SHOE NEWS IN PARAGRAPH

The Waldorf Shoe Co., of Montreal, has assigned. Geo. Grigg has opened a shoe repair shop in Burford, Ont.

P. A. Doig, of Fisk, Limited, Montreal, was in Boston last week.

Richard Hoar, shoe dealer, Whitby, Ont., has assigned to J. F. Paxton.

J. Valliear has opened a shoe repairing shop in Penetanguishene, Ont.

The Dominion Leather Shoe Finding Co., of Montreal, recently registered.

William Francis, of the John Ritchie Co., Quebec, was in Boston last week.

A. Holly has opened a shoe repairing shop at 293 Broadway avenue, Toronto.

Acme Demontigny, Limited, Montreal, dealers in shoes, have been registered.

F. J. Grant has started in the shoe business at 601 Logan avenue, Toronto.

L. Mindlin has opened a shoe repairing shop at 276 Havelock street, Toronto.

O. G. Trudeau & Fils, Montreal, dealers in shoes, have recently been incorporated.

R. J. McIntosh has opened a new shoe store in the Barber Block, Chilliwack, B.C.

Norman Arnold, shoe dealer, Ottawa, has made an assignment to Wm. A. Cole.

H. S. Reynolds, shoe dealer, of Calgary, has sold out his business to W. E. Tolson.

N. Macfarlane, the Macfarlane Co., Montreal, spent a few days in Toronto last week.

Wm. Graham, of Webster & Graham, London, was in Toronto last week on business.

John Sinclair, of the Barrie Tanning Co., Barrie, was in Toronto last week on business.

J. A. Little, of Saskatoon, is negotiating a sale of his boot and shoe business to H. S. Massey.

Sig. Saxe, of Marden, Orth & Hastings, Boston, is calling on the trade in Canadian shoe centres.

The boot and shoe stock of the Quebec Shoe Store, Winnipeg, has been sold to M. Finkelstein.

Richard Weston, of the Weston Shoe Co., Campbellford, Ont., was in Toronto last week on business.

T. W. Hart, of the Nugget Polish Co., Toronto, has been spending his holidays in St. Catharines, Ont.

A. McKillop, of Calgary, wholesale shoes, was in Toronto and other points east last week on business.

A. Bress, 7 Bonsecours street, Montreal, has installed a Goodyear shoe repair outfit in his establishment.

C. S. Corson, of the Regal Shoe Co., Toronto, has returned from a business trip to Boston and other cities.

B. G. Killoran is opening a new exclusive shoe store in Haileybury, Ont., and has laid in a representative stock.

The shoe store of D. Dumochel, of Hull, Que., was recently entered and about forty dollars worth of shoes stolen.

R. Burlingham, who represents the Relindo Shoe Co., Toronto, in the prairie provinces, is now covering that ground.

W. C. Meyers, of Montreal, representing the Rideau shoe, is now on an extended trip throughout Western Canada.

J. E. Pare, sales manager of Dufresne & Locke, Mon-

treau, is spending some time in various Ontario cities on business.

Sam Pritchard, representing Smaltz, Goodwin Co., shoe manufacturers, Philadelphia, was in Toronto last week on business.

W. V. Ecclestone, manager of the T. Eaton Company, Toronto, was a recent caller in several Montreal shoe factories.

Frank Bauslaugh and brother, of John Agnew, Limited, Brantford, were recent visitors in Montreal and Quebec factories.

The stock of M. Pearl, dealer in shoes and men's furnishings, Calgary, Alta., has been sold by the official assignee, E. A. Dagg.

Patrick Mulligan, shoemaker, died recently in Charlottetown, P.E.I. He was 70 years of age and leaves a large family.

Abraham Ficks' shoe repairing shop, 67 Barton street, Hamilton, was recently entered and a quantity of sole leather stolen.

John Donohue, representing Helming-McKenzie Shoe Co., Cincinnati, Ohio, was in Toronto last week with a fine range of samples.

H. B. Dorson, late with the John McPherson Co., Hamilton, has taken charge of the fitting room of the Gray Shoe Co., Syracuse, N. Y.

E. S. Willmarth, representing the John Ebbetts Shoe Co., Buffalo, N.Y., was in Toronto and other cities on business a few days ago.

W. Wilson, representing Luc Routier, shoe manufacturer, Quebec, was in Toronto, London and other points on business last week.

Mrs. John Harris has arrived in Toronto from England to join her husband who is the Canadian manager of the Nugget Polish Co.

S. L. Lawther, of the Anglo-Canadian Leather Co., Toronto, left last week on an extended business trip through the Maritime Provinces.

Norman Merrill, representing Bliss & Perry Co., Newburyport, Mass., was in Toronto during the past week, with a fine range of samples.

The Amherst Boot and Shoe Co., of Amherst, N.S., have received an order for two thousand pairs of army boots from the Militia Department.

Alf. Locke, with J. B. Douglas' Shoe Store, Calgary, was in Montreal, Toronto, and other eastern points, last week, on a business trip.

W. G. Damer, of F. J. Weston & Sons, Toronto, has gone on an extended selling trip to the West and will travel as far as the Coast.

It is understood that the Murray Shoe Co., of London, and Snedcor and Hathaway Co., of Tillsonburg, Ont., have received large orders for army boots.

The style of the O. B. Shoe Co., of Drummondville, Que., which factory was destroyed by fire some months ago, but is now rebuilt and re-equipped throughout, has been changed to the Drummond Shoe, Limited, Drummondville, Que.

It may not be generally known that the Territorial Army of Great Britain has the privilege of choosing and buying its shoes from any retail shoe store. The regular soldier, whether infantry, cavalry or artillerymen, must wear the regulation army shoe, but the volunteer force, kept for home defence, is given a money allowance to purchase shoes and other equipment required. The stores have been doing a big trade lately.

Ames-Holden-McCready, Limited, Montreal, deferred the quarterly preferred dividend due October 1st. The

directors will await the result of the fiscal year before making any further disbursements.

Ed. Lynch, western representative of the Minister, Myles Shoe Co., Toronto, has left on an extended business trip throughout the prairie provinces.

R. A. Ellison, formerly with the Perth Shoe Co., Perth, Ont., is now foreman of the fitting room of the Alberta Shoe Manufacturing Co., Redcliff, Alta.

"Sandy" Gloud, representing Leach Shoe Co., Rochester, New York, makers of women's turns and welts, was in Toronto last week showing spring samples.

The Cook-Fitzgerald Co., of London, made a splendid showing of shoes at the Western Fair in London and the London papers speak highly of the display.

A sum of money amounting to over \$200 was donated to the Canadian Patriotic Fund by the employes of the United Shoe Machinery Co.'s Montreal office.

Philip Sullivan, representing Williams & Kneeland Co., South Braintree, Mass., was in Toronto last week showing a fine range of spring samples in men's welts.

J. M. Peterman and L. S. McKindsey, who represent the W. B. Hamilton Shoe Co. of Toronto in Western Canada, have left for their respective territories.

Nearly all the shoe factories have completed their fall runs and are now taking stock and finishing up immediate and other orders, previous to starting on their spring runs.

Arthur L. Evans, president and general manager of the Arthur L. Evans Co., publishers of "The Shoeman," Boston, and Miss Jessie Durgin, were united in marriage September 12th.

W. Roach, who was foreman of the footwear department of the Consolidated Rubber Co., Montreal, died recently after an illness of over six months. He leaves a wife and one child.

H. K. Hayward, superintendent of the Blachford Shoe Manufacturing Co.'s plant, Toronto, who slipped in the factory the other day and fractured a couple of ribs, is able to be around again.

The Canadian Consolidated Rubber Co. have declared their quarterly dividend of $1\frac{3}{4}$ per cent. on the preferred shares of the company and 1 per cent. on the common shares of the capital stock.

H. W. Parsons, Eastern representative of the Nugget Polish Co., Toronto, has been in charge of the fine displays which the firm made at the St. John, Charlottetown and Sydney exhibitions.

The Boot and Shoe Workers' Union, No. 458, Fredericton, N.B., have donated \$100 to the Patriotic Fund. Percy Gough, who is a member of the Union, is among the Canadians who are going to the front.

The many friends of L. B. Hutchison, manager of the Toronto branch of the Kaufmann Rubber Company, who is laid up with an attack of appendicitis, will be glad to learn that he is progressing favorably.

Among the shoemen in Toronto during the past week were G. H. Ansley, of the Perth Shoe Co., Perth; S. H. Parker, of the Parker Shoe Co., Preston; and A. J. Kimmel, of the Kimmel Felt Co., Berlin, Ont.

It is well for the trade to remember that Easter Sunday, next year, will fall on April 4th. Each retailer should jot this down in his note book, so that he can recall the date, when ordering the delivery of spring goods.

The Canadian Consolidated Rubber Co., Limited, of Montreal, state they have had a most successful season for their Fleetfoot line of sporting shoes. Orders for this type of footwear this year have increased enormously.

A shoe concern recently manufactured the smallest and largest pair of shoes. The former, size 0, is one inch long,

and the latter, size 50, is twenty-six inches long, fifteen inches high, nine inches across the sole at the ball of the foot and is five inches at the toe.

Wm. Hockin, shoe retailer, Wallaceburg, Ont., has made extensive interior improvements to his store. He has erected a balcony at the rear, where he has his private office, and will also have space for reserve stock.

Graban & Ridders have opened a new shoe store in Portage La Prairie, Man. They are carrying a full line of footwear manufactured by the leading makers. The firm had a very successful opening day on Saturday, September 19th.

F. J. Weston & Sons, wholesale shoes, who have occupied premises at 10 Front street west, Toronto, for some years, have moved to commodious quarters at 51-53 Wellington street west, in the block formerly occupied by Brown Bros., stationers.

The Cook-Fitzgerald Co., London, are re-arranging the machines in their number 1 factory, which will add to the facilities of the plant. It is understood that the company have received an additional order for army boots from the Canadian government.

The Canadian Electric Shoe Shining Machine Co., Limited, with a capital stock of \$100,000, has been incorporated, with headquarters in Winnipeg. The incorporators are, J. V. Anderson, C. W. Douglas, C. D. Springer, P. W. Ninnes and E. P. Falter.

E. Leroux, of the United Shoe Machinery Company, Montreal road staff, is in Boston at the present time getting pointers on new machines, particularly the new buttonhole making and new buttonhole finishing machines, which his company are about ready to offer to the trade.

Ames-Holden-McCready, Limited, completed their army shoe orders last week and had goods delivered several days ahead of the date specified in their contract. The firm received a letter from the government expressing its appreciation of the good and prompt service rendered.

The business men of Orillia gave ten per cent. of their cash sales on a recent Saturday to the Patriotic Fund. Several shoe dealers in various towns and cities of the Dominion have been contributing a percentage of their sales to the fund, and their generous acts are much appreciated.

The regular seven per cent. dividend on the preferred stock of Dunlop Tire and Rubber Goods Company, Limited, is declared for the three months ending September 30th. The preferred stock was first issued on March 1st, 1899, since when it has continuously paid dividends without interruption.

The SHOE AND LEATHER JOURNAL has received a revised edition of the Shoe and Leather Lexicon, which is published by the Boot and Shoe Recorder Company, of Boston. The booklet is replete with interesting and timely information on shoes and leather, and is a valuable compendium for anyone identified with the trade.

R. G. Boyle, of Blachford, Davies & Co., has taken the ground north of Hamilton and in Wellington, Grey and Bruce counties, formerly covered for the firm by J. A. Clark, who, owing to a recent bereavement in his family, will devote his time exclusively to the shoe business carried on at 250 York street, Hamilton.

"The Shoeman," retail shoe dealers' paper, established in Boston a few years ago by Arthur L. Evans, is planning to establish a Manufacturers' Section in connection with the regular publication. C. E. Bosworth, who has been advertising manager of the Shoe and Leather Reporter for a number of years, will be manager of this new section. Ezra Grover, who resigned as editor of the Shoe and

Leather Reporter in June, where he had been for a number of years, will act as associate editor.

C. G. Marlatt, of the Marlatt & Armstrong Co., tanners, Oakville, has been appointed by the Ontario Government as one of the five men to form a Highway Commission, who will superintend the construction of the Toronto-to-Hamilton trunk road. The amount to be expended is \$600,000. Construction on the road will commence next spring.

An interesting display of army boots was made recently in one of Geo. G. Gales & Co.'s windows on St. Catherine street west, Montreal. These boots reflect credit on Canadian workmanship and product, having been made entirely of Canadian materials by Canadian workmen according to the specifications of the British Army for the expeditionary force leaving Canada for active service abroad.

The Canadian Consolidated Felt Company, Limited, of Montreal, has deferred action on the preferred stock dividend due this week. It is understood that the decision was arrived at some days ago, but the announcement was withheld. The outstanding preferred is \$500,000, on which dividends have been paid heretofore. The company has a \$500,000 bond issue. The common stock amounts to \$1,500,000.

Ex-Ald. James Robinson, Montreal, who has been under the weather for some time, but is now in improved health, has presented to the Militia Department a sixty horse power, chain drive roadster, which is one of the strongest and fastest cars out. Hon. Sam Hughes, Minister of Militia, in accepting the machine for service, thanked Mr. Robinson for his generous gift of the car, which has been shipped direct to England.

W. C. Bartlett, shoe retailer, 1287 Bloor street west, Toronto, has disposed of his lease to Robt. Callum, cigar dealer, on very favorable terms and will remove to Brampton, where he has rented a well located store on Queen street. Mr. Bartlett, previous to embarking in the retail footwear line in Toronto, four years ago, was employed for fifteen years in shoe factories, being in the service of Getty & Scott, Galt, for about ten years.

The Red Cross Shoe Hospital, 105 Garnier street, Montreal, is having a twenty-two foot Goodyear shoe repair outfit installed. It is the intention of Alfred Allard, the proprietor to solicit trade by having two or three automobiles arranged as ambulances, painted white, with the red cross sign. While the idea is new, it is looked upon as being quite practical. Men and boys working in connection with the auto service will be in white uniforms.

The dealers in footwear in Sherbrooke, Que., recently took a whole page in the "Daily Record," under the heading "Shoe Days in Sherbrooke." All the announcements were illustrated by excellent cuts and in nearly every instance prices were given. Among the firms who had interesting advertisements were J. A. Wiggett & Co., M. J. Chouquette, Boucher, Lacroix & Fissette, J. M. Nault, Limited, Nault & Lacroix, S. & W. Fortier.

John McMurchy, proprietor of the woolen mills, Brampton, at a recent meeting of the town council asked that body for permission to use hydro-electric poles in a section of the town where he purposes to establish a tannery and use his own electric power, as he has a power plant at Huttonville, four miles west of Brampton. The council decided that they had no power to grant Mr. McMurchy the liberty of using hydro power, and he must apply to the Hydro Commission.

Rubber footwear manufacturers and retailers believe that the coming season will be a particularly good one for them. Discussing this phase of the question, a leading shoe retailer said, "Yes, I believe that if we have any wet or slushy weather this fall, the sale of rubbers will be large, for the simple reason that if a man has a hole in his shoe

he will be more likely to buy a pair of rubbers to keep his feet dry, than he will to go out and purchase a new pair of shoes, or even have them re-soled."

Joseph Daoust, of Daoust, Lalonde & Company, Montreal, the treasurer of the Wholesale Rubber Boot and Shoe Association, suggests that the money, just over \$1,600, should be distributed among the fifty members. The association has been inactive for about two years, and Mr. Daoust feels that as the object for which the society was formed no longer exists, the balance of the amount in his hands should be divided among the members. The latter are to be consulted as to the future of the association.

It is understood that the British Government are making inquiries in Canada for 65,000 pairs of army shoes at short notice, wanting deliveries by the end of November, for the entire lot. Word has been sent from Ottawa to a number of Canadian shoe factories in regard to their facilities for making and delivering the shoes within the time specified. If it is demonstrated that this can be done, it is understood that the War Office is prepared to place with Canadian factories orders running up to fully half a million pairs.

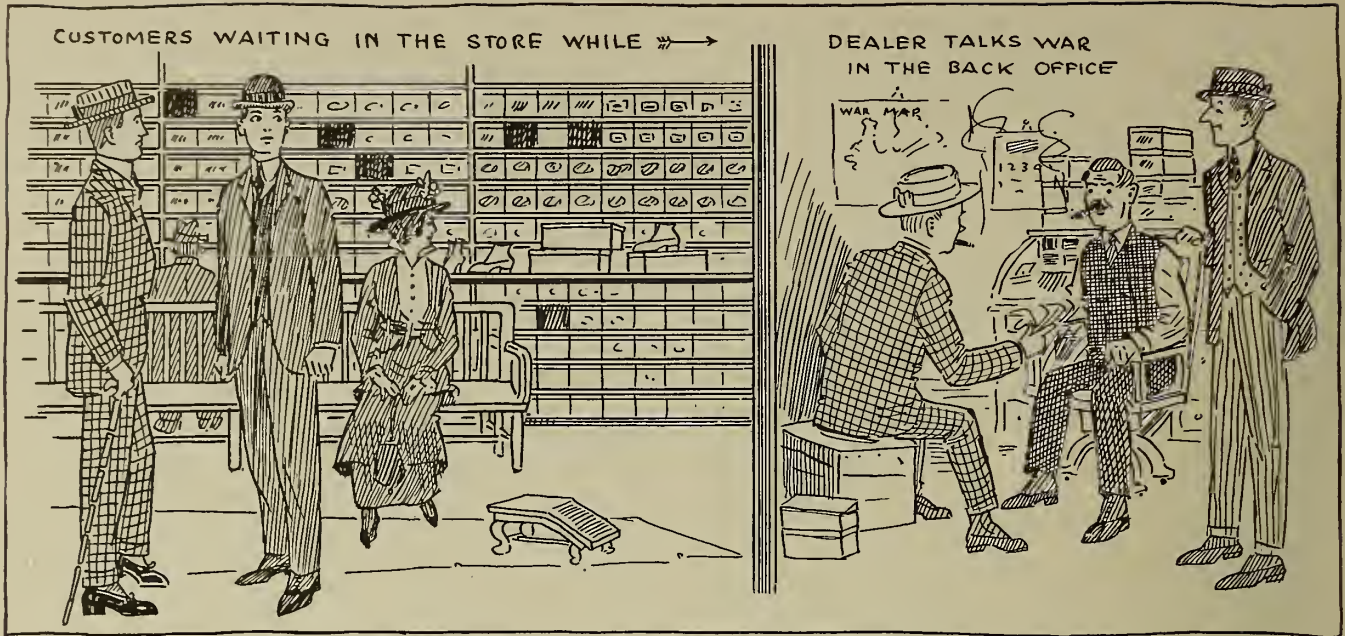
D. Lorne McGibbon, of Montreal, has just returned from a trip to the Maritime Provinces. He says that outside of Sydney and New Glasgow, trade conditions may be said to be normal in the east. The agencies and warehouses

DEATH OF VETERAN TRAVELER

Very many friends in the shoe trade will learn with regret of the death of Martin J. Burns, of the wholesale shoe house of Coates, Burns & Wanless, of London, Ont., who passed away on September 26th. Mr. Burns was one of the veteran travellers, having been for 37 years on the road, and never missing a trip. He was born in Dundas, Ont., and conducted a retail business there for a few years. Afterwards he started travelling for the wholesale shoe firm of John Garrett & Co., of Hamilton, remaining with that house until it retired from business. About 1885 Mr. Burns en-



gaged with Jas. McCready & Co., of Montreal, to look after the same territory that he had previously covered—Toronto to Windsor. He remained with the McCready firm for 21 years and in 1906 embarked in the wholesale shoe business in London, under the name of Coates, Burns & Wanless. Mr. Burns was a gentleman highly respected and widely esteemed by all branches of the trade. He was one of the very first subscribers of the SHOE AND LEATHER JOURNAL and in his passing, the trade in general loses one of its most faithful and upright representatives.



THE WAR WILL BE SETTLED IN EUROPE AND NOT IN THE BACK OFFICE—ATTEND TO BUSINESS

of the Ames-Holden-McCreedy and Canadian Consolidated Rubber find business much less affected there by the war than in many other parts of the country. The east did not experience a wild boom a few years ago, such as was under way elsewhere in Canada, consequently does not show the same contraction during the present depression.

Shoe jobbers are constantly being advised of advances in prices, many manufacturers making for the trade, withdrawing quotations which are only supplied for certain lines upon request. The heavier grade of shoes has gone up considerably more than the finer ones. Cheap splits have been advanced by fully 25 per cent., and grain, elk, menonite and the better grade of splits by about 10 to 15 per cent. The former advance refers to shoes selling direct to the trade from \$1.00 to \$1.25, and the latter increase affects those from \$1.25 to \$2.00. The sorting business in wholesale circles is fairly active.

Hallam's Weekly Market Report, Toronto, says: Beef-hides: The market is lower. Tanners appear to have plenty of hides for immediate needs, and will doubtless wait for more definite demand before again entering the market to any extent. The large number of hides coming to market during the past month have also contributed to reduce the prices. City Butcher Hides, flat, 14c. per lb. Country Hides, flat, cured, 15¼c. to 15¾c. per lb. Part cured, 14½c. to 15c. per lb. Calfskins—The market is easier, the tanners demanding goods at lower prices. City skins, green, flat, 16c. Country, cured, 17c. to 18½c. Part cured, 16½c., according to condition and take off. Deacons or Bob Calf, 80c. to \$1.20 each. Sheepskins—The demand has been lessening lately resulting in an easier market. City Lambskins, Pelts or Shearlings, 50c. to 90c. each. Country Lambskins or Shearlings, 35c. to 90c. each.

C. Parsons & Son, of Toronto, Ont., have opened an office and store rooms at 95 South street, Boston, for the sale of British leathers. They will represent in Boston some of the leading British tanners making side upper leather, bellies and shoulders. These are all lines which they have handled for many years with good success in Canada. H. L. Daville, of the Toronto office, assisted by Sidney McNaught, will have charge of the Boston branch. Mr. Daville has been calling on the trade in the States for some time and developed a good business there. W. G. Parsons, of Toronto, vice-president of C. Parsons & Son,

has been in Boston during the past two weeks getting matters under way at the new store. C. Parsons & Son are one of the oldest houses in Canada, where they have been carrying on an extensive business for many years, and the honored head of the firm is in the 86th year of his age and still hale and hearty, being at his office every day.

Edwards & Edwards, leather manufacturers, Toronto, who make various lines for different trades, including the shoe trade, handling sheepskins, report that business with them is very good and they have a larger force than at this season last year. They have stock enough on hand at present to last them several months, while their aniline dye supply is heavy. Prices are firm, but so far there has been no advance. The firm receive a large proportion of their pickled pelts from New Zealand, but are a little uneasy about a big shipment which was made some two months ago, and no trace of which they can obtain at present.

NEWSY BRIEFS FROM QUEBEC

A serious fire broke out in Quebec early on the morning of September 22nd, entirely gutting the factory of Marier & Trudel, at the corner of Nelson and Colomb streets. F. Blouin, shoe jobber, located in the same premises, suffered a heavy loss. The two top storeys were completely burned. Marier & Trudel fortunately had one part of the stock in a building that was not touched by the fire. Their total damage was about \$20,000, which is covered by insurance. F. Blouin lost over \$12,000 on the building and stock. Luc Routier, shoe manufacturer, also had a loss of several hundred dollars owing principally to smoke and water. His manufacturing will in no way be interfered with. As soon as the Blouin building is repaired Marier & Trudel will again start making shoes. They have notified the jobbing trade that they expect to be under way again in about three weeks' time.

J. E. Samson, of J. E. Samson, Reg., is on a fishing expedition, accompanied by Lucien Borne.

The L. Gauthier Co. are still busy filling their contract for shoes which they are making for the Militia Department.

Amongst those who demonstrated at the recent fair in Quebec were Canadian Consolidated Rubber Co., the Miner Rubber Co., and the Nugget Polish Co., all of whom were awarded a gold medal for their attractive booths. Dupere

& Garant, shoe findings dealers, Quebec, also made a very creditable showing and were given a silver medal.

O. Bisson, manufacturer of infants' shoes, is erecting a new shop. The building will be 60 by 30 feet and three storeys high.

J. H. Larochelle and Fils have made decided improvements to their office, which is now one of the finest of any jobbers in Quebec city.

Mederic Tremblay is installing machines for turning out McKay work. He has been busy for some time making turn strap slippers.

Among the visitors in town recently were H. Hurtubise, of the Panther Rubber Manufacturing Co., Sherbrooke, P. A. Parsons, Montreal, and W. D. Lighthall, Montreal.

Tourigny & Marois' new shoe factory is going ahead rapidly. Four flats are now completed and it is expected the building will be in good shape by the end of next month.

P. Lagace, of Lagace & Lepinay, has returned from a business trip throughout the west, and reports that the new samples of the firm were much appreciated by the trade. He received several good orders to be delivered in January. This new firm is making very good progress.

FIRE DESTROYS NEW SHOE FACTORY

The fine shoe factory of Clark Bros., Limited, St. Stephen, N.B., was destroyed by fire on September 29th. This enterprising firm began manufacturing only a few months ago and was meeting with encouraging success. The fac-



tory loss in building and stock is placed at about \$50,000, with an insurance of \$43,000. It is believed that the flames broke out in the premises from a heater. The firm employed about sixty hands, and had a large number of orders on hand. The building was 152 feet long by 50 feet wide,

three storeys high, well lighted and well built, with every modern convenience. It was erected by the municipality of St. Stephen and leased to Clark Bros. for a term of years, the firm paying 7 per cent. on the cost of the splendidly equipped structure. Women's high grade McKay shoes were the specialty of the firm, and the product was sold through a large number of jobbers in Canada. John F. Clark, is the president of the company; Jas. F. Clark, treasurer, and W. E. Clark, vice-president. The company hope soon to make suitable arrangements whereby they will again be in a position to cater to the trade. The Messrs. Clark, since returning to Canada from an experience of several years in the leading factories in the United States, have made many friends who will extend their sympathy. The accompanying cut affords some idea of the fine factory in which their operations were carried on. It is announced that the town will rebuild the factory at once, and in the meantime Clark Bros. will start manufacturing in another building.

BEST WAR JOKE OF THE SEASON

A Glasgow firm has received the following letter—which speaks for itself—from a New York leather importer:—

“New York City, August 29th.

“Gentlemen,—Present reports indicate that the German Army is altogether too successful, and is gradually getting nearer England.

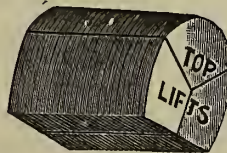
“If their success continue, invasion on the British Isles will follow, and would result in ruin and confiscation to you. Leather stocks will then be confiscated. Would it not be better to ship it to me and get something for it?

“I sincerely hope that nothing like this will happen, but, if it does, I will say that I will buy anything in leather, sole, harness, upper, dressed or undressed and rough leather, you may choose to ship me, paying cash for same, at one-half of to-day's market price, three days' sight draft for any quantity, no matter how large. Draft to be endorsed 'Payable in New York or Lynn, Mass.' If it should be unsafe to send the money for it to England, I will deposit the cash to your credit in any bank you specify in the United States. Same could be shipped by any boat to me at Boston, New York

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.

Established Over Half a Century



TAP SOLES

We carry a complete line, and stand back of every dozen

THE BREITHAUPT LEATHER CO., LIMITED

BERLIN

ONTARIO

City (preferred), or Philadelphia, insurance to be paid by you.

"You will understand, of course, that I have arranged for cash to handle large quantities, but this cash is available only if we can buy cheap enough.

"Of course you know our sympathies are all with the English, but reports here are that Germany is cleaning up everything, and I sincerely hope that no such contingency may arise, but I thought I would write this to you that you may depend on me in case of urgent need.—Yours truly,

"P.S.—Cable advices of shipments." —"

SUDDEN DEATH OF F. H. WARD

One of the most prominent business and shoemen of Montreal, Fleetwood H. Ward, was instantly killed Tuesday of this week by a G.T.R. train while crossing the tracks to catch a C.P.R. train at Strathmore, a summer resort about twenty-five miles from Montreal.

Mr. Ward, who was a vice-president and assistant to general manager of Ames-Holden-McCready, Limited, Montreal, was hurrying across the tracks about 8.20 a.m. to get a train to the city and apparently did not hear the approach of the G.T.R. westbound Ottawa train and was



struck by the engine and hurled a distance of fifty feet, death being instantaneous. His body was badly mangled.

The late Mr. Ward was one of the best known of the younger generation of Montreal business men. He was born in Ohio in 1875, when only a lad his parents removed to Montreal, where he received his education in public and high schools, and later entered upon his successful business career. When D. Lorne McGibbon became president of the Laurentide Paper Co., Mr. Ward was appointed auditor of the company. After serving for some time he resigned from that position to go to New York. He received an appointment there to a position on the construction of the Panama Canal, but before leaving to fill it, was called to the telephone and offered a good post by D. Lorne McGibbon in Montreal. So, instead of going to the Panama Canal, he returned to Montreal in 1906 as comptroller of the Canadian Rubber Co., Limited, of Montreal.

In this company he held the various positions of treasurer, general manager and vice-president, being at the time of his death one of the most valued members of the board of directors of the Canadian Consolidated Rubber Co., as well as a director of all the subsidiary interests of the organization.

He was a director of the Standard Iron Company, vice-president of R. J. Mercur Co., Limited, and the Canada Grip Nut Co., Limited, and was for a time vice-president and general manager of the Montreal Herald, which was later changed to the Daily Herald-Telegraph. At the last annual meeting of the board of directors of Ames-Holden-McCready, Limited, Mr. Ward was appointed to the post he occupied at the time of his death.

Although a very busy gentleman, Mr. Ward found time for outdoor recreations. He was at one time an officer of the 3rd Victoria Rifles, and vice-commodore of the Royal St. Lawrence Yacht Club. He was accustomed to spend his summers at Strathmore with Mrs. Ward, who is a sister of Mrs. D. Lorne McGibbon, whose husband, Mr. McGibbon, is widely known in Montreal shoe and rubber circles. As well as being survived by a wife, Mr. Ward also left two children.

When the news of his death reached the city, the flags on the Canadian Consolidated Rubber Company's office, and also on the Ames-Holden-McCready Limited building were lowered to half mast.

Of the late Mr. Ward his friends speak in most glowing terms. He was keen in business and generous in spirit. He was quick to seize upon the salient points in any proposition, and faithful to his associates at all times. His brilliant career—brief although it was—was a delight to his friends.

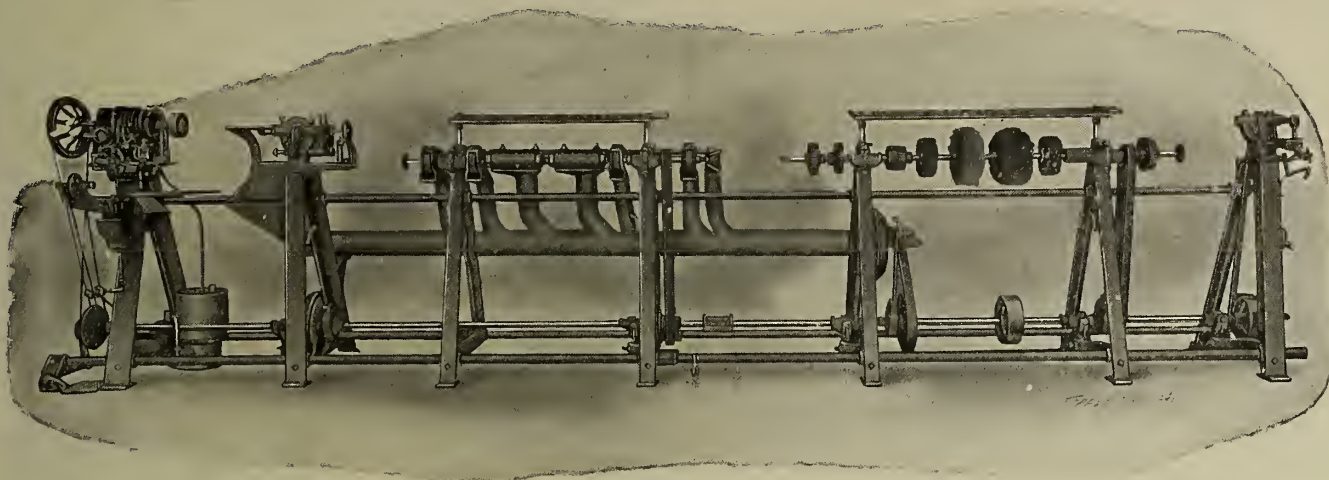
GENEROUS GIFTS TO PATRIOTIC FUND

The Canadian Consolidated Rubber Company's dividends, which have been declared, payable on October 1st, call for a total distribution among stockholders of \$62,384. The preferred dividend of 1¾ per cent. for the quarter, means a disbursement of \$34,343. The common stock dividend is for one per cent. and calls for \$28,041. One of the directors states that it is the company's intention to maintain operating at capacity throughout the winter. Several large orders are already on hand and prospects for new business are bright. The directors voted \$2,500 to the Patriotic Fund, which, with the money subscribed by employees, totalled \$6,700. The following was the amount contributed by each of the branches:—

| | |
|-------------------------|----------|
| Vancouver Branch..... | \$90.00 |
| Dominion Rubber Co..... | 76.10 |
| Ottawa Branch..... | 57.00 |
| Edmonton Branch..... | 50.00 |
| Calgary Branch..... | 42.00 |
| Granby Rubber Co..... | 40.65 |
| Saskatoon Branch..... | 31.00 |
| Regina Branch..... | 29.00 |
| London Branch..... | 28.00 |
| North Bay Branch..... | 20.00 |
| Victoria Branch..... | 14.00 |
| Halifax Branch..... | 13.25 |
| Hamilton Branch..... | 12.00 |
| | \$503.00 |

The Consolidated Rubber Co. has also contributed a large quantity of hot water bags and rubber surgical goods to the Red Cross and Soldiers' Hospital at Portsmouth, Eng. A recent issue of "The Dominion" says: "It has been proposed that Berlin wage-earners give a practical demonstration of their loyalty by contributing one day's pay per month to the Patriotic Fund as long as the war lasts. An entire regiment, to go to the front, may also be recruited in Waterloo County."

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY OF CANADA

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122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

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 Manufacturers of **CHROME SIDE LEATHER**

Box Sides
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J. E. DUPRE A. BAILLARGEON
THE MONTREAL BOX TOE CO.
 ESTABLISHED 1904

MANUFACTURERS OF HIGH GRADE
Box Toes and Heels
 OF ALL KINDS

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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

Order This **Raw-Hide Fibre Counter**
 For your next run.

Guaranteed to outwear the shoe. None but the very best material is used in its manufacture.



F. BLOUIN
 CORNER OF COLOMB AND NELSON STREETS : QUEBEC



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



Satisfaction Guaranteed
 by factories using

Ullathorne's

ENGLISH-MADE
Shoe Thread

Stocked by all Wholesale Dealers
 The Original HEEL BALL Manufacturers

W. H. Staynes & Smith, HIDE and LEATHER FACTORS

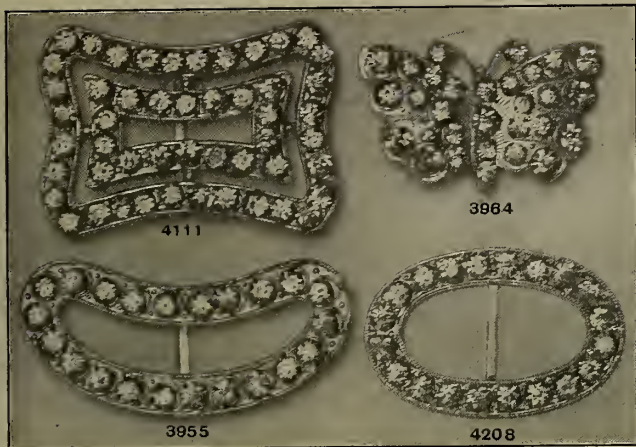
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We are Headquarters for all Finishes, Grades and Kinds

Sheepskins Skivers "Ryco" Matt Kid | 36 and 38 Spruce Street - NEW YORK, U. S. A
 Branch: 54 South Street, BOSTON, MASS.



SAVE THE DUTY

and at the same time boost the home market—buy S-D SHOE ORNAMENTS. Made by Canadian workmen for the Canadian Public at prices ranging from

25c. to \$1.50 per pair

Made with Rhinestones or plain black. Samples upon request. Ask your jobber or write us direct.

THE SMITH-D'ENTREMONT CO., LIMITED

Exclusive Canadian Manufacturers of S-D Shoe Buckles

1475-77 QUEEN STREET WEST

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The R. M. Beal Leather Co.

Limited

Lindsay, Ont.

MAKERS OF THE CELEBRATED

John Bull Larrigans and Leggings

Give us a trial order and be convinced.



No. 13
14 in. leg.

F. G. CLARKE, President
C. E. CLARKE, Vice-President and Treasurer
Established 1852

Manufacturers of SHEEPSKINS Of all kinds

Our sheepskins have been the standard for quality and colors in Canada for over thirty years

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RICHARD FRERES, Agent



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?

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301 Alrd Ave.
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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.
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We also make Union, Standard and Leather Board Counters

ALL LEATHER
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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

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Black Chrome Sides

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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.

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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

Mfd. only by
VALENTINE & MARTIN : WATERLOO ONTARIO

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

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NO DIAMOND  TRADE MARK
No Fast Color

Get this fact firmly fixed in your mind. It may be the means of saving you considerable annoyance and inconvenience; for, if you will insist that the diamond trade mark shall appear on the surface of the eyelets in the shoes you order, you will be entirely free from any complaints regarding "Brassy" eyelets. Fast Color Eyelets are the only kind that cannot wear "Brassy." They enhance the good appearance of shoes more than any other accessory used in their manufacture; and, made as they are, with celluloid tops of solid color, they do not grow old but retain their bright, new appearance long after the shoes are worn out.

The diamond trademark is a sure cure for all eyelet troubles. Only the genuine Fast Color Eyelets have it.

United Shoe Machinery Company
of Canada
MONTREAL, QUE.

122 Adelaide St. W., Toronto 492 St. Valier St., Quebec

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Shoes for Baby

Fuss a little with your "Mothers' Trade." It will pay. "So-Cosy" shoes make it easy and profitable.

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McKAY SEWN SHOES

FOR
WOMEN, MISSES
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Shoes that have Style and Finish
—at the right price for the jobbers,
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Honest Values at Honest Prices.
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SHOE LABELS and WEBBINGS

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WITH A GOOD LABEL

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THE BEST *of* GOODS *and* the BEST OF CUSTOMERS.
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SELL "NUGGET" SHOE POLISH

IT IS THE BEST POLISH
AND
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9, 11 and 13 DAVENPORT ROAD

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REGAL SHOES



Here are two of the 35 Regal Styles in stock at Toronto ready to ship out the same day orders are received.



Style 1525—BARRISTER—Black Calf Bal.
Cost: \$3.90 Retails: \$6.00

A PROFITABLE LINE



Style 1613—ASTOR—Cloth Top, Patent Button, Plain Toe

Cost: \$3.90 Retails: \$6.00

A MONEY-MAKER

This season shoe dealers will rely more than ever before upon stock goods. Here is a big supply of the most popular footwear in America—Regal Shoes.

Made in Canada

We have every style needed in an up-to-date shoe store. Write for samples and complete price list.

REGAL SHOE CO., LIMITED

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TORONTO, ONT

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THE BEST METHOD OF MANAGING
BRANCH SHOE STORES

AND

HOW TO MAKE YOUR FINDINGS
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REGAL SHOES

The two styles illustrated are from the range of 35 good selling lasts always in stock at Toronto. We can ship your order on the same day as we receive it. This is a service that you will appreciate.



Style 1525—BARRISTER—Black Calf Bal.

Cost: \$3.90 Retails: \$6.00

A PROFITABLE LINE



Style 1613—ASTOR—Cloth Top, Patent Button, Plain Toe

Cost: \$3.90 Retails: \$6.00

A MONEY-MAKER

In Toronto we make and carry a very large stock of the most popular footwear in the Dominion—Regal Shoes.

Every style that can be needed by the up-to-date shoe store ready for instant shipment.

Made in Canada

Agencies solicited in towns where we are not now represented. Exclusive selling rights given.

REGAL SHOE CO., LIMITED

In-Stock Department

102 Atlantic Ave.

--

TORONTO, ONT.



"YALE"

*Where
Quality
Counts
We Lead*



"LIPTON"

It's not only an act of Patriotism

but sound business judgment on your part, when you make your selections from the BRANDON line of branded trade winners.

MONARCH, BRANDON and DR. BRANDON Shoes

are essentially a Canadian product; they are made in a Canadian plant by Canadian workmen for the Canadian public. They excel in style, fit and wearability, and are absolutely second to none, whether imported or Canadian-made. The styles for Spring 1915 are brimful of profit possibilities, and coupled with this is our

21 DAYS' SERVICE

which insures the rapid dispatch and careful handling of all orders.

SEE THE BRANDON MAN'S SAMPLES



"REO"

The
Brandon Shoe Co.
Limited
Brantford, Canada



"CLUB"



*"Have the wanted size
when that size is wanted"*

MARSHALL FIELD

Here's a business aphorism that is particularly applicable at this time of the year when the big demand for rubbers is about due. Keep a really good range of styles and sizes in

Miner *and* Shefford Rubbers

and be in a position to meet the needs of every customer who comes along.

Sorting Orders placed by letter, wire, 'phone or personally with any of our selling agencies as listed below, will receive immediate and most careful attention.

The Miner Rubber Company, Limited

GRANBY

MONTREAL

TORONTO

QUEBEC

OTTAWA

LIST OF SELLING AGENTS

Blaehford, Davies & Co., Limited, 60-62 Front Street West, Toronto, Ont.
 Coates, Burns & Wanless - - - - - London, Ont.
 Dowling & Creelman - - - - - Brandon, Man.
 R. B. Griffith & Co. - - - - - Hamilton, Ont.
 J. M. Humphrey & Co. - - - - - St. John, N.B.
 J. M. Humphrey & Co. - - - - - Sydney, C.B.
 Jackson and Savage, Limited - - 78 St. Peter St., Montreal, Que.
 The Wm. A. Marsh Co., Western, Limited, 72 Princess St., Winnipeg, Man.
 The Miner Rubber Co., Limited - - - 225 Queen St., Ottawa, Ont.
 The Miner Rubber Co., Limited - 21 Notre Dame St., Quebec, Que.
 The Miner Rubber Co., Limited, 146 Wellington St. West, Toronto, Ont.
 The Miner Rubber Co., Limited - - 72 St. Peter St., Montreal, Que.

**MINER
MEANS
MERIT**

RESOLVE

Throughout The Coming Year

When Ordering Shoes
To Specify

DIAMOND  *BRAND*
Fast Color Eyelets

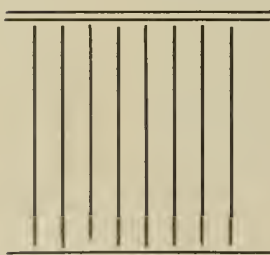
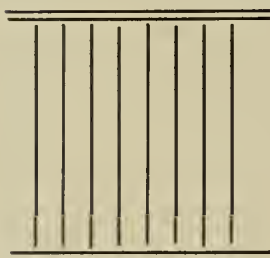
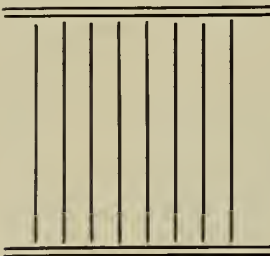
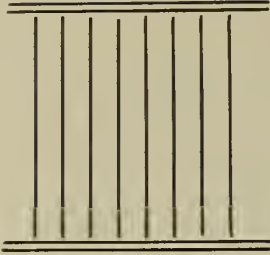
The Small But Sure Mark of Quality Which
Appears on the Surface of all Genuine
Diamond Brand Fast Color Eyelets
Dispels All Doubt. The Kind
That Time Does Not
Change.

 LOOK FOR THE DIAMOND 

United Shoe Machinery Company of Canada
MONTREAL, Que.

122 Adelaide St. West, Toronto

492 St. Valier St., Quebec



Union Shoes for Union Men

The retailer who meets the demand of every possible buyer in his town handles Union Stamp footwear.

Dealers who do not carry Union Stamp shoes are not soliciting their rightful share of the shoe business of their city.

The Union man will have Union shoes for himself and his family. He demands them and if he cannot obtain them will turn elsewhere.

To you, Mr. Retailer, who advertise Union Stamp shoes the tide of trade is turning.

You cannot afford to neglect the Union trade, and even the man who does not buy Union shoes merely because of Union principles recognizes the high quality of Union Made footwear.

You have nothing to lose and all to gain by carrying these shoes.

Let us send you to-day a list of manufacturers who make shoes bearing the Union Label and add a live selling asset to your business for the coming year.

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 the American Federation of Labor

246 Summer Street

BOSTON - - MASSACHUSETTS

JOHN F. TOBIN
General President

CHAS. L. BAINE
Gen. Sec. Treasurer



"PURITAN" MODEL

¶ Another stylish yet conservative Dr. Reed Cushion Shoe for Women that is sure to be a steady seller, especially with customers preferring *real comfort* plus *style*, to ultra-fashionable styles minus the comfort.

¶ Have you seen the Dr. Reed line for 1915 yet? There is a shoe in it for every taste.

J. & T. BELL, LIMITED

MONTREAL, CANADA

Makers of High Grade Footwear
and

Sole Makers of the Dr. A. Reed Cushion Shoe
"The Easiest Shoe on Earth."



“The Torpedo”

MR. RETAILER

- ¶ “Made in Canada,” is beginning to sound good.
- ¶ It’s going to sound better and take on additional prestige shortly.
- ¶ Patriotic Canada must take care to keep its own wheels turning.
- ¶ Remember: ASTORIA, LIBERTY and TECUMSEH shoes are made in Canada, and guaranteed.

The Cook-FitzGerald Co., Limited

LONDON

MAKERS *of* FINE SHOES *for* MEN EXCLUSIVELY



Greyhound Tennis

Place Orders Now
For 1915



In Greyhound Tennis we offer you a line that will give complete satisfaction to every purchaser. They are faultlessly made from flawless material, every pair undergoing a rigid examination before shipment.

“MINER SERVICE”

is a phrase full of meaning. Tell us what you need quickly delivered in seasonable Miner goods, and the meaning of “MINER SERVICE” will be graphically demonstrated.

The Miner Rubber Co., Limited

Granby - Quebec - Montreal - Ottawa - Toronto

LIST OF SELLING AGENTS

| | | |
|---|--------------------------|----------------------------------|
| Blachford, Davies & Co., Limited, | 60-62 Front Street West, | Toronto, Ont |
| Coates, Burns & Wanless | - - - - - | London, Ont. |
| Dowling & Creelman | - - - - - | Brandon, Man. |
| R. B. Griffith & Co. | - - - - - | Hamilton, Ont. |
| J. M. Humphrey & Co. | - - - - - | St. John, N.B. |
| J. M. Humphrey & Co. | - - - - - | Sydney, C.B. |
| Jackson and Savage, Limited | - - - - - | 78 St. Peter St., Montreal, Que. |
| The Wm. A. Marsh Co., Western, Limited, | 72 Princess St., | Winnipeg, Man. |
| The Miner Rubber Co., Limited | - - - - - | 225 Queen St., Ottawa, Ont. |
| The Miner Rubber Co., Limited | - - - - - | 21 Notre Dame St., Quebec, Que. |
| The Miner Rubber Co., Limited, | 146 Wellington St. West, | Toronto, Ont. |
| The Miner Rubber Co., Limited | - - - - - | 72 St. Peter St., Montreal, Que. |





No. 9106

The "CLASSIC" Shoe

for

Women and Growing Girls

The following is a list of the lines carried in stock together with description and prices

TERMS: Net 60 days or 2% 10 days from shipment.

| Sample No. | Description | Last | Price |
|-------------------|--|-----------------|--------|
| 901—Wos. pat. | butt, plain tip, black cloth top, C & D..... | .900 Welt..... | \$3.00 |
| 912—Wos. pat. | butt, pat. tip, black cloth top, C & D..... | .902 Welt..... | 3.35 |
| 985—Wos. pat. | butt, pat. tip, dull top, C & D..... | .901 Welt..... | 3.00 |
| 986—Wos. G.M. | butt, self tip, dull top, C & D..... | .901 Welt..... | 3.00 |
| 987—Wos. Kid | butt, pat tip, dull top, D & E..... | .901 Welt..... | 2.85 |
| 988—Wos. pat. | butt, pat. tip, black cloth top, D..... | .901 Welt..... | 3.00 |
| 996—Wos. pat. | butt, pat. tip, dull top, C & D..... | .902 Welt..... | 3.00 |
| 9106—Wos. pat. | butt, plain tip, black cloth top, D..... | .905 Welt..... | 3.00 |
| 9107—Wos. pat. | butt, pat. tip, dull top, D..... | .905 Welt..... | 3.00 |
| 9108—Wos. pat. | butt, plain tip, black cloth top, D..... | .900 Welt..... | 3.00 |
| 9109—Wos. pat. | butt, pat. tip, dull top, D..... | .901 Welt..... | 3.00 |
| 9113—Wos. kid | butt, self tip, kid top, D..... | .901 Welt..... | 2.85 |
| 800—G. Girls pat. | butt, pat. tip, dull top, D..... | .950 McKay..... | 2.65 |
| 801—G. Girls pat. | blu. pat. tip, dull top, D..... | .950 McKay..... | 2.65 |
| 802—G. Girls G.M. | butt, self tip, dull top, D..... | .950 McKay..... | 2.65 |
| 803—G. Girls G.M. | blu., self tip, dull top, D..... | .950 McKay..... | 2.65 |
| 831—G. Girls G.M. | butt, self tip, dull top, D..... | .964 McKay..... | 2.65 |
| 833—G. Girls pat. | butt, pat. tip, black cloth tip, D..... | .964 McKay..... | 2.65 |
| 829—G. Girls kid | butt, pat. tip, kid top, D..... | .964 McKay..... | 2.50 |

Don't fail to see the "Classic" man's samples when he calls.

GETTY & SCOTT Limited
GALT, ONT.

THE "CLASSIC" SHOE

for

Misses and Children, Youths and Little Gents

THE FOLLOWING LINES CARRIED IN STOCK

TERMS: Net 60 days or 2% 10 days from shipment.



No. 105



No. 2120



No. 4071

| Sample | Description | Last | Price | Sample | Description | Last | Price | Sample | Description | Last | Price |
|--------|-------------------------------------|------|--------|--------|--------------------------|----------|--------|--------|---------------------------|-----------|--------|
| 105 | Inf. Pat., Butt, Dull Top, 100 Turn | | \$1.00 | 1120 | Inf. Kid Butt. | 100 Turn | \$.75 | 4071 | Miss. Kid Butt, Dull Top | 136 McKay | \$1.75 |
| 205 | Chds. " " " " " " | | 1.20 | 2120 | Chds. " " " " " " | | 1.00 | 3071 | Girls " " " " " " | | 1.45 |
| 106 | Inf. " Bluc. " " " " " " | | 1.00 | 1119 | Inf. " Bluc. " " " " " " | | .75 | 2071 | Chds. " Bluc. " " " " " " | | 1.25 |
| 206 | Chds. " " " " " " " " | | 1.20 | 2119 | Chds. " " " " " " " " | | 1.00 | 4166 | Miss. " " " " " " " " | | 1.75 |
| | | | | | | | | 3166 | Girls " " " " " " " " | | 1.45 |
| | | | | | | | | 2166 | Chds. " " " " " " " " | | 1.25 |



No. 4163



No. 4167



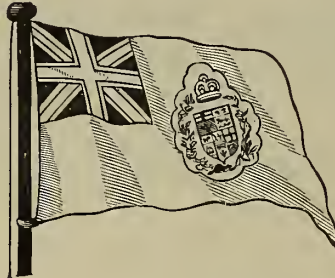
No. 520

| Sample | Description | Last | Price | Sample | Description | Last | Price | Sample | Description | Last | Price |
|--------|--------------------------|-----------|--------|--------|-----------------------------|-----------|--------|--------|----------------------------|----------|--------|
| 4163 | Miss. G.M. Butt. | 136 McKay | \$1.90 | 4190 | Miss. Pat. Bt. Blk. Cl. Top | 136 McKay | \$1.90 | 520 | Lads Pat. Blu., Dull Top | 60 McKay | \$1.30 |
| 3163 | Girls " " " " " " | | 1.55 | 3190 | Girls " " " " " " " " | | 1.55 | 620 | Gents " " " " " " " " | | 1.55 |
| 2163 | Chds. " " " " " " " " | | 1.30 | 2190 | Chds. " " " " " " " " | | 1.30 | 720 | Youths " " " " " " " " | | 2.00 |
| 4169 | Miss. " Blu. " " " " " " | | 1.90 | 4167 | Miss. Pat. Blu. Dull Top | | 1.90 | 521 | Lads G.M. Blu. " " " " " " | | 1.30 |
| 3169 | Girls " " " " " " " " | | 1.55 | 3167 | Girls " " " " " " " " | | 1.55 | 621 | Gents " " " " " " " " | | 1.55 |
| 2169 | Chds. " " " " " " " " | | 1.30 | 2167 | Chds. " " " " " " " " | | 1.30 | 721 | Youths " " " " " " " " | | 2.00 |
| | | | | | | | | 526 | Lads " Butt " " " " " " | | 1.30 |
| | | | | | | | | 626 | Gents " " " " " " " " | | 1.55 |
| | | | | | | | | 726 | Youths " " " " " " " " | | 2.00 |
| | | | | | | | | 527 | Lads Pat. Butt, Dull Top | | 1.30 |
| | | | | | | | | 627 | Gents " " " " " " " " | | 1.55 |
| | | | | | | | | 727 | Youths " " " " " " " " | | 2.00 |

GETTY & SCOTT Limited
GALT, ONT.

TEBBUTT SHOES

Canadian
Made



For
Canadian
Trade

THE DOCTORS and the PROFESSOR Shoes are made in a Canadian plant, by skilled Canadian workmen, for the discriminating Canadian gentleman.

They are built of honest materials throughout, and have special features which distinguish them from the ordinary makes.

Aside from the patriotic viewpoint, TEBBUTT SHOES are the most popular and profitable men's lines on the market.

Doctors
ANTI-SEPTIC
SHOE
PAT 1908 1909
NON
PERSPIRO

YOU
SHOULD
STOCK
THEM

*THE
Professor*
PAT. N^o. 119409
GOLD CROSS
SHOE



The
Tebbutt
Shoe & Leather
Co., Limited

THREE RIVERS
P.Q.



Kant Krack

Dainty Mode



Speaking of Rubbers

You won't find a more attractive and comprehensive line in Canada, than that embraced by those four famous brands, "KANT KRACK," "DAINTY MODE," "ROYAL" and "BULL DOG."

There's a size and shape for every shoe last, and both the artisan and aristocrat will find their requirements in the "INDEPENDENT" line.

You'll find them both popular and highly profitable. Order from your nearest agent.

Seen Our
1915 Tennis Samples
?

**THE 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. |
| White Shoe Co. | - | 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 | - | Montreal, Que. |





*“Shoes for
Particular
People”*



The Line of Least Resistance

IT'S a self-evident fact, Mr. Shoe Retailer, that the lines which are most in demand are the most profitable to handle. Admitting this, you cannot ignore the claims that the

MURRAY-MADE, DERBY and CLEO SHOES

have upon your patronage.

The MURRAY-MADE and DERBY shoes are Canada's most popular men's lines, while the CLEO is second to none in the women's field.

An inspection of our Spring, 1915, samples will prove this. Be sure to see them.

The Murray Shoe Co., Limited
LONDON, ONT.

Montreal Branch:

FRANK J. McKENNA, Sole Agent, Read Building, St. Alexander and Jurors Streets

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



Just a minute, please

Before you pass on to the next page,
we want to draw your attention to the

Most Popular Line of Men's Staples

in Canada. That's a strong claim,
we'll admit—but it's being proven
every day by live retailers all over
the Dominion who stock and sell

The "WILLIAMS" Shoe

We want you to carefully go over our Spring 1915
samples when our salesman calls; you cannot fail to be impressed with the big merchandizing values
they represent.

BE SURE AND SEE THEM.

WILLIAMS SHOE, LIMITED
BRAMPTON, ONTARIO

RELIABILITY GUARANTEED



TRADE
ARROWSMITH
MARK



Arch Props and Supports
Heel Cushions, Bunion Shields
Toe Strates, Foot Powder, etc.

Especially invented for the correction of various foot ailments—each
"ARROWSMITH" Appliance being the best in the world for its purpose.

No Price Cutters Supplied

We protect the shoe merchants by refusing to sell our lines to drug stores
and other price-cutting concerns. We are the only manufacturers of Foot
Correctives who are thus supporting the shoe trade in getting full profits.

ASK YOUR JOBBER OR WRITE US DIRECT.

THE CANADIAN ARROWSMITH MFG. CO., Limited
NIAGARA FALLS, ONT.



Sentiment and Policy Bid You Buy

“MADE-IN-CANADA” SHOES

Aside from the fact that Canadian-made shoes have no superiors and few equals, every pair of shoes that you buy from Canadian manufacturers now means just that much more work for Canadian employees, and that much more suffering averted.

Therefore, it is the highest patriotism as well as good sound business sense to see that your orders stay in Canada. There are no shoe manufacturing firms so well equipped as ourselves to give you the very best service.

Travelers now out with the best range of Samples we have ever shown

Ames=Holden=McCready, Limited

MONTREAL

ST. JOHN

TORONTO

WINNIPEG

CALGARY

EDMONTON

VANCOUVER

The V. M. Shoe

WATERLOO

Ontario, is where the famous V. M. Line of staples is produced. The range is a particularly attractive one, and includes many shapes and sizes—from a low-cut to a 15-inch prospector.

They are unexcelled for Style, Fit, Comfort and Serviceability.

A most profitable line to handle.

Have you tried them yet?

VALENTINE & MARTIN
Waterloo, Ont.

The "Oberholtzer" is Solid Leather Through^{out}

NO inferior materials or faulty workmanship are permitted in the make up of the "Oberholtzer" Shoe. Your customer gets a hundred cents worth of value for every dollar expended, and shows his gratitude in a way that makes him a very profitable acquisition.

For men, women and children.

SEE OUR SAMPLES
G. V. Oberholtzer
& Co.

BERLIN,
ONTARIO



PACKARD'S "IMPERIAL BRAND" Over-Gaiters and Leggings

MADE IN CANADA BY PACKARD'S

THE LATEST STYLES ARE
WHITE, LIGHT GREY and TANS
also
BROCADED SILK
GAITER TOPS.

These give the effect of a cloth top shoe to a pump or oxford.

How about that Window Display of
OVER-GAITERS
Ever Tried It?



In order to **SAVE DELAY** we beg to ask that you will anticipate your wants and place your order **AT ONCE** if you have not already done so.

DO NOT DELAY—DO IT NOW

NOW is the time to
Educate the Public.

The season is on **NOW**.

GET OUR GAITER CATALOGUE

L. H. PACKARD & CO., Limited, Montreal

BUY MADE IN CANADA GOODS



THE EXTRA WEAR TELLS THE STORY

ARMORTRED
THE SOLE OF HONOR
RUBBER SOLES

will wear from 2 to 4 times as long as ordinary leather or rubber soles, and they will give perfect satisfaction to the wearer.

They do not crack, break away at the stitches, harden with age or show any of the faults of ordinary rubber soles.

They are lighter than leather and 25 to 50 per cent. lighter than the ordinary rubber soles

You can sell more shoes and they will give better satisfaction if you use ARMORTRED RUBBER SOLES. They are as desirable for Winter as for Summer wear. If you cannot get samples of your dealer, write us direct, telling us of your requirements.

SEND FOR OUR LATEST ARMORTRED FOLDER

The B. & R. Rubber Co., North Brookfield, Mass.



McDermott Shoes Are Ready Sellers

Notwithstanding the general quiet business conditions, McDermott Shoes for Women have had an excellent sale, because of the recognized quality and variety of the range for Spring, 1915.

No matter whether you want a comfortable cushion sole shoe for an elderly woman, a smart, up-to-date pump or Colonial for the society miss, or anything in between, you can find it in the McDermott range—at a reasonable price.

Have You Ordered Your Supply Yet?

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



FILL UP THE GAPS

in the ranks of your stock of rubber footwear by sending us your Sorting order to-day.

OUR RESERVE FORCES

are held in readiness awaiting your commands at each and all of our

28 "SERVICE" BRANCHES
THROUGHOUT CANADA

Write Our Nearest Branch

Canadian Consolidated Rubber Co.
LIMITED
MONTREAL, P.Q.

28 "Service" Branches Throughout Canada



SHOE & LEATHER JOURNAL

Published Twice a Month

ACTON PUBLISHING COMPANY, Limited

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Vol. XXVII. No. 10

TORONTO, OCTOBER 15, 1914

\$1.00 per Year — In Advance —
Foreign Subscription, \$2.00

What Do You Get Out of Life?

“I AM putting to myself the old question concerning the intrinsic value of life, the fundamentally important question; what have I got out of it? what am I likely to get out of it? in a word, what's it worth? If a man can ask himself a question more momentous, radical and critical than these questions, I would like to know what it is.

“The question remains ever new and ever unanswered, and ever of dramatic interest. The singular, the highly singular thing is that so few people put the question to themselves in time, and that so many put it too late, or even die without putting it.

“Existence, rightly considered, is a fair compromise between two instincts—the instinct of hoping one day to live, and the instinct to live here and now. Prepare to live by all means, but for Heaven's sake do not forget to live. You will never have a better chance than you will have at present. You may think you will have, but you are mistaken.

“Surely you are not so naive as to imagine that the road on the other side of that hill there is more beautiful than the piece you are now traversing.

“Hopes are never realized, for in the act of realization they become something else.

“This that you are living now is life itself—it is much more life itself than that which you will be living twenty years hence. Grasp that truth—dwell on it—absorb it. Let it influence your conduct to the end that neither the present nor the future be neglected.

“You search for happiness? Happiness is chiefly a matter of temperament. It is exceedingly improbable that you will by struggling gain more happiness than you already possess. In fine, settle down at once into LIFE.”

Arnold Bennett.

The Best Method of Managing Branch Shoe Stores

How Purchasing, Checking, Assorting, Accounting, Advertising, Stock Records, Selling Plans, etc., Should Be Attended To—Simple Forms That Will Enable the Central Establishment and Branches to Know Exactly Where They Are At

Written Specially for "The Shoe and Leather Journal" by A. E. EDGAR, Windsor, Ont.

In nearly every large city in Canada shoe stores are branching out in all directions in order to keep pace with modern developments and the growth of suburban and residential districts. In Halifax, St. John, Montreal, Quebec, Ottawa, Toronto, Hamilton, London, Brantford, Winnipeg, Calgary, Edmonton, Victoria and Vancouver, there are progressive footwear houses which have flourishing branches. In some of these centres certain firms have one or two branches while in others there is a regular chain of shoe shops.

In view of the expansion of the trade generally in these places, a number of questions often arise, between headquar-

secure the information of the standing and the working of the business at a moment's notice.

The different methods of supplying branch stores will necessitate a different method of treating the records. If the main store supplies the branch from its own stock the methods of accounting will be materially different from the branch which practically does its own buying. And a still different method will have to be pursued if a combination of these methods are used.

Form of Requisition to Use

Unless the main store arbitrarily supplies the branch with what merchandise it sees fit, there will have to be a form of requisition used.

This form may be a very simple order sheet, but it should be made out carefully for every order given. In some branch stores the manager is given practically the management of the business, he not only sells the goods, but he buys them, according to the requirements of his business. He is held responsible for the success of the branch, and if he cannot build up a business he is replaced with a manager who can. In cases of this kind the manager of the branch purchases what he sees fit for the branch he manages. Where there are one or more branches it is customary for them to get together frequently to talk over their different problems. At these conferences it is found that one manager helps out another by his experience along the line involved. At these conferences they buy such staples as they require, or put in requisitions for them, which amounts to the same thing. In this way quantity orders are given and quantity discounts are secured. In the same manner some novelties are purchased, some managers taking smaller quantities than he could buy if he had to buy direct, and at the same time the best prices are secured.

Use of the Different Forms

There is a certain amount of system necessary to the purchasing of stock. This can be made very simple and Forms I and II show the forms necessary to a complete record. They are used as follows:

Where the merchandise is ordered from the main store, Form II is used. These requisitions should be used for everything purchased through the main store. If the goods are bought at a conference and are to be distributed to the branches by the main store the requisition should be used. If the branch is in the same city and a messenger is sent for the goods, which may have been previously ordered over the phone, the requisition should be delivered by the messenger before the goods are given to him. These requisitions and most all forms used must be made out in duplicate.

O.K.-ing Purchases of Branches

It is customary in many branch store arrangements for the manager of the main store to O.K. the purchases of the branch managers, even when the branch store managers order goods direct from wholesalers and manufacturers. Where this is the rule the copy of the order, which is always made out on the firm's own order blanks, Form I, is sent in to the manager of the main store for his approval, and is sent from there to the firm the goods are ordered from on blanks used by the main store for that purpose. The branch order is retained and used as a record or the order from the branch.

In the shoe business it will be found that the styles and qualities suitable for one locality, or branch, will not be suitable for another. This fact must be recognized before a

| Daily Cash Report (Date) | | | | |
|--------------------------|--|--|--|--|
| Balance on hand | | | | |
| Receipts for day | | | | |
| Bank Deposit | | | | |
| Disbursements | | | | |
| Balance on hand | | | | |

FORM SIX.

ters and the branches as to what system of accounting, management, etc., is best to put into practice.

A system that is simple, workable, and easily understood is desired in order to secure the best results from both the head store and the subsidiary ones. Of course, there are systems galore. Many are so complicated and intricate that it takes too much time and effort to put them into effect. What the average retailer desires is something that will not take up too much time or does not involve him or his staff in a maze of statistics, filing cabinets reference books, etc.

Recently the SHOE AND LEATHER JOURNAL received an enquiry from a young man who is an enterprising manager of a branch store in the Eastern provinces, desiring a system of accounting, checking, management, purchasing, etc. It will be remembered that Mr. E. A. Edgar sometime ago contributed to these columns a full system of accounting for a shoe store, and he was therefore asked to prepare for the JOURNAL a workable and practical method for a parent store and its offsprings.

In this issue the SHOE AND LEATHER JOURNAL is pleased to make a feature of this excellent article which will be found well worthy of perusal. The forms which have been prepared after considerable study and care, should be preserved for future reference. Mr. Edgar's article follows.

In all retail accounting it is necessary to eliminate as much detail work as possible, but it is impossible to secure accurate and useful reports unless there is a certain amount of red tape detail work. In giving these systems of shoe store accounting it is desirable that they be as full as possible and that the merchant installing a system based upon them use the portions necessary to fit the particular kind of business he is doing, with such modifications as he sees fit to make.

In the management of branch stores there are many methods. The manner of the management to a great extent dictates the necessary detail of the accounting necessary to

| | | | | | | | | | | | | | | | | |
|-------------------------------------|-----------------------|----------|---------------|----------|---------------|----------|---------------|---------------------------------|------------------------------|----------|----------------|-----------------|----------------|----------|----------|--|
| <i>Sample No.</i> C 3269 | <i>(Manufacturer)</i> | | | | | | | | <i>(Description of Line)</i> | | | | | | | |
| <i>Date</i> | <i>1</i> 5 | <i>-</i> | <i>2</i> 6 | <i>-</i> | <i>3</i> 7 | <i>-</i> | <i>4</i> 8 | <i>-</i> | <i>5</i> 9 | <i>-</i> | <i>6</i> 10 | <i>-</i> | <i>7</i> 11 | <i>-</i> | <i>8</i> | |
| March 10 | | | + | 1 | 11 | 11 | 1+ | 1 | + | 1 | 1 | | | | | |
| <i>Weekly Report Branch No.....</i> | | | | | | | | | | | | | | | | |
| <i>Rent</i> | | | | | | | | <i>Cash Balance 1st of week</i> | | | | | | | | |
| <i>Light</i> | | | | | | | | <i>Expenses for week</i> | | | | | | | | |
| <i>Fuel</i> | | | | | | | | <i>Bank Deposits</i> | | | | | | | | |
| <i>Telephone</i> | | | | | | | | <i>Total</i> | | | | | | | | |
| <i>Pay Role</i> | | | | | | | | <i>Balance on hand</i> | | | | | | | | |
| <i>Freight</i> | | | | | | | | <i>Salesmen's Record</i> | | | | | | | | |
| <i>Advertising</i> | | | | | | | | <i>1</i> | | | | <i>6</i> | | | | |
| <i>Insurance</i> | | | | | | | | <i>2</i> | | | | <i>7</i> | | | | |
| <i>Supplies</i> | | | | | | | | <i>3</i> | | | | <i>8</i> | | | | |
| <i>Incidentals</i> | | | | | | | | <i>4</i> | | | | <i>9</i> | | | | |
| <i>Total</i> | | | | | | | | <i>5</i> | | | | <i>10</i> | | | | |

FORM IV., (UPPER SECTION).

FORM V., (LOWER SECTION).

a moment's notice for any branch needing them. If the branches are stocked up it will often be found advantageous for one branch to sell, or transfer, to another branch, many lines and sizes. While it is good policy to distribute from one branch to another that branch's surpluses, this should be cut down as much as possible so as not to saddle the branches with the business of shipping, which should be cared for by the main store. A well assorted stock, kept at a minimum of efficiency in each branch is far the best policy for any system of branch stores to contemplate. Otherwise the business will degenerate into mere departments of the main store, or into an aggregate of independent stores held together by a loose system of accounting.

Store supplies and store fixtures and furniture should be standardized so that purchases can be made at the lowest prices. Where this is done the manager of the main store can keep track of the uses of store supplies, keeping down the expenses to a minimum. Penalties and premiums can be placed on the use of supplies and the care of fixtures and furniture to a good advantage, and a great saving be secured by careful management of these expense items.

Cooperation in Selling and Advertising

Where branch stores are maintained in different sections of a city or in different towns and cities, much benefit can

be secured by cooperation in the advertising and selling departments of the different branches. Just how this may be done can be seen very quickly from the following instruction sheet that was used by a department store:

"Windows. Dyed crepe tunics, 79c., to be shown in front window, with black and white ties C. qual. Use style 9.

"Bottom front. Hosiery on telescope stand, and fancy half hose on legs. Velvet grips to be placed in between.

"Side of front. Show C53, etc.

"Doorway. Show 22 on floor, etc.

"Counter. I shall send you on Tuesday about six dozen fancy half hose, samples, etc.

"You should push those X Greys this week, as there is a fresh range of patterns coming in on July 20. Don't forget to emphasize the double row of stitching, etc.

"Your summary sheet will show you that just \$40 more business than in the corresponding week of last year will bring your year's total increase thus far to \$500. Just see what you can do. You know what is hanging to it.

"Your vacation will start on Aug. 31 for fourteen days. Blandford will go the week after you return.

"All your watches will carry 5 per cent. com. for the next month and if the sales increase, this period might be increased.

We have not reproduced this in full, but have given

enough of it to show how closely the general manager of some chain stores looks after the branches to secure a maximum of benefit from the arrangement.

Perpetual Inventory for Each Branch

The main store must keep tab on the goods on hand in each branch in some manner. This is best done by a system of perpetual inventory for each branch. This involves a great deal of labor but if the business is such as to warrant a number of office clerks, some of whom are of the cheaper kind, it is best to have this work done in the main store. If the expense is going to be more than the business warrants, the branches can be made to keep their own inventories. Reports can then be made weekly or monthly as thought best.

In our next issue we will give the balance of Mr. Edgar's system.

We have stated that it is necessary to keep a perpetual inventory of some kind if a branch store is to be managed in the most satisfactory manner. The advantages of a perpetual inventory are many. The following reasons why there should be one will be proof enough:

It will give a perfect check on the absolute honesty of the reports from the branches.

It will show at a glance the best selling sizes in any branch.

It will likewise show the qualities, styles and lines that sell best.

It will show the range of sizes on hand at any time.

It will show the amount of stock on hand at a moment's notice.

These are surely good enough reasons for having some kind of an inventory to work with. It acts as a perfect check because there should be an audit taken at odd times. This can be done without taking the whole stock. By taking two or three numbers, haphazard, and taking physical stock of these and comparing them with the stock sheet, or inventory, it can be made a very effectual check upon any manager. As he does not know when an audit, or checking may take place, nor on what lines, he is sure to be careful to have all correct.

Know the Best Selling Sizes

It is a very good thing for any buyer to know the best selling sizes of a shoe stock. It is a well known fact that the regular sizing of any factory will not suit every locality—that the requirements vary very much in different places. If a buyer is handling the stock he may remember that he has to many of one size, sometimes, but he will forget sometimes too. But a buyer at a distance must know from figures where he stands.

A perpetual record will show the qualities and styles mostly favored in any branch. This can be covered by reports but it might not be covered as accurately as by a perpetual inventory, where the figures are always before the buyer.

As every branch should be restricted in the amount of stock it should be allowed to carry, some such check is necessary. No store should carry stock above a certain percentage of its annual turnover. The more carefully this matter is followed up the more chances there are for success in managing branch stores.

Charging Up Goods Sold

Every branch should be as carefully charged with the goods that are sold to it as if the purchaser was a perfect stranger. All goods sent to the branches should be carefully checked and charged by the main store. All goods received by the branch should just as carefully be checked by the branch manager to see whether he is getting what he is supposed to receive. As this is a dishonest world—that is, there is enough dishonest people in it to make it necessary to watch everyone—all goods sold and received should be

checked. The main store should see that the shipments sent out are in perfect condition and the branch should see that they are received in that condition. If this is not done there is a chance for the messenger, or the persons engaged in the transportation of the goods, or the person putting up the goods, or the person receiving the goods, one or all of them of stealing—or what is perhaps as bad for some one—of making gross errors and mistakes.

A perpetual record can be kept in two or three ways. The shoes received may be recorded as so many pairs received, and when the report comes from the branch that a certain number of pairs are sold, these are deducted, showing a number of pairs remaining on hand.

Keeping Records of Sizes

Another and a better way, but a more laborious one, is to record the actual sizes received and as they are reported sold to check them from those on hand. If this is done the records will show the sizes on hand. When there are two or more branches in the same city this is almost a necessity. It will very often be necessary for one branch to purchase sizes from another branch, when the main store has run out of the sizes wanted. The size record will show the manager of the main store where he can find the sizes required.

In Form IV is shown a blank that can be used for the latter style of record. We advise loose leaf records rather than a book, because new sheets can be added when necessary and they can be placed just where they ought to be in the files.

When a line of shoes is received it is entered in the manner shown. First the date of their receipt. Then the run of sizes are carefully entered as shown.

It is merely a question of opinion as to whether there is a necessity for giving each line a sample number different to that given it by the wholesaler or manufacturer. There are many reasons that can be given by those who favor both methods. This was discussed in a former article on shoe store accounting by the writer, which appeared in THE SHOE AND LEATHER JOURNAL some months ago.

The sample number used should be placed on the shoe as well as on the stock sheets. This is usually done by scratching it on the sole of one of the shoes. The marking of the shoe should consist of the sample number, the price, a season letter and a mate number. The mate number is, of course, put on both shoes. These numbers will have to be scratched on the soles. The mate numbers should be at the toe of the shoe and the others at the ball.

As the daily, or weekly report comes in showing the sizes of each line sold they are checked off. It will be seen that the receipts are shown by making a downward stroke for each size. When one is sold a cross stroke is made. If it is desirable to show when the sales are made, the date of the sale may be entered as shown for receipts, and the number of pairs sold deducted and a balance brought down. Or there can be a monthly balance taken and the sizes remaining on hand at that date can be brought down to the next line, and the same process gone through as before.

Reports of Branch Managers

The system outlined above is for the purpose of taking care of the merchandise purchased and sold. The expenses of doing business must be carefully cared for. The branch manager should make daily and weekly reports that will cover the whole expense account. A form similar to that shown in Form V can be made to cover the ordinary expenses of any store.

Each week this report goes in and with it a weekly report of the cash receipts. There should also be a daily report of the cash received. This latter might be as Form VI. The branch manager should be required to make daily bank deposits at or near closing time of the bank. The bank will gladly give a duplicate deposit slip showing that a deposit

for the amount has been made. This deposit and the amount to be kept for the purpose of making change should balance the cash receipts.

If there is a credit business done, the manager of the branch should exercise the greatest caution in opening up new accounts. He should be held accountable for the collection of these accounts. But if the charge accounts are O. K'd. by, or ordered by the manager of the main branch, then the main store manager should be made responsible. Circumstances will dictate the best methods to be pursued in this matter.

It will be found a sound policy for each branch manager to really manage his own business. If he is competent, he can do it better than a good sales manager who is at a distance, but if he is not a thoroughly experienced man he should be told minutely what to do, and how to do it. Branches are managed in both ways, from a central sales manager and by the branch store managers, who have all the powers of merchants conducting their own business, except that they have had certain rules laid down for their guidance. In all other respects they are absolutely their own masters.

Have a "Called for" Slip

It will be found useful for the branch manager to have a "Called For" slip to be used for the purpose of keeping a record of lines and styles asked for by his customers. These are useful for his own guidance and as evidence to be presented before the main store manager when necessary. These demands should be tabulated and a careful record kept of them. The same slips can be used for recording "Out of" sizes and lines.

By consulting Form V it will be seen that the main expense items will be taken care of by the report. The incidentals should be itemized at any time they run over a few dollars, or at the request of the head office. There is also a report of the salesmen's sales. This is only necessary in the larger stores.

The manager of the main store will scrutinize this expense account very closely and should analyze it very carefully for over charges in any item of expense. He should know what any item of expense should cost under the average conditions, if there is a high expense on any item it should be explained for the mutual satisfaction of both the manager of the main store and the manager of the branch.

STORIES FROM SHOEDOM

No Spring Samples

A prominent shoe traveler had stepped from the train and was making his way to the nearest hotel when he was accosted by a youth. "I guess you're a traveler," said the latter; "show me where your grips is and I'll carry 'em up to the hotel for yer." The traveler smiled in a quizzical way—"I am a traveler," he said, "but I deal in brains." The youth sniffed suggestively. "Gee! Its the first time I ever seen a traveler as didn't carry no samples," he added.

* * *

Speaks to the Deaf and Dumb

There is no end to the possibilities of the efficient shoe clerk. An enterprising young man in a Toronto store "speaks" fluently with his hands, and although there are not many who would think it worth while, he has made many deaf and dumb friends. The latter make a custom of writing their wants as required, but our friend saves much time in speaking their own "language."

* * *

A Squeaker—So Are You

To say this clerk was impertinent would be putting it mildly. The day previous to the following incident a customer had purchased a pair of shoes. He was anything but

easy to wait upon, as he wanted a pair at a ridiculously low price. The clerk eventually sold him machine stitched shoes, which were returned by a rather irate customer next day. "Look here," said he to the clerk who sold them, "these shoes squeak like the dickens." "So did you," answered the clerk, "when I asked you a reasonable price for a decent pair of shoes."

* * *

A Mighty Talker

A well known knight of the grip stepped into a local shoe store recently with a good range of footwear samples. He immediately impressed the proprietor as an exceedingly clever salesman. His talk was so interesting, his personality so winning, that his hearer took pleasure in keeping him for over an hour, longer in fact than he wished to stay. Finally, when he rose to go, my friend said: "I am sorry that you have to go, because you are a mighty good salesman, and I have enjoyed listening to you. "I am not a good salesman," he replied, "I am only an orator. If I had been a good salesman I would have got your order forty-five minutes ago."

* * *

Tact or Politeness—Which?

Once upon a time there were three clerks in a certain shoe store. It was the occasion of a big sale.

Clerk number one sold a pair of shoes to a lady at a reduced figure, who presently brought them back with the complaint that they were faulty. There was certainly an almost imperceptible flaw in one shoe—a slight abrasion on the toe, or something of the kind; but having availed himself of the golden opportunity of sale time to get rid of a sticker, the clerk did not feel inclined to take the shoes back into stock again. Putting on his very best manners, he informed the lady that unless there was something radically wrong, it was against the rules of the store to change goods bought at sale time. However, he regretted that the patron should, at the moment, feel dissatisfied with her purchase, but could assure her that the defect would not be noticeable. He was so polite that the customer could do no less than take his apologies with apparent good grace, but all the clerk's urbanity did not remove the grievance of that very particular customer, who left the store with the mental resolve never to enter again.

Clerk number two sold a pair of slippers with a small defect in them, which were soon returned, with a similar complaint. No less polite than his fellow clerk, he went a little farther in the matter of conciliation, for he exchanged the slippers for something else. The customer appreciated the consideration shown, but as he thought he had lost a good bargain, he went away feeling sore and was probably lost as a customer.

Clerk number three sold a pair of cloth top boots to a lady, which were returned next day, as the stitching had given way at the back. The clerk was very sorry. In the rush of sale time these little imperfections were apt to be overlooked. The fault should be remedied by resewing. If the lady would leave her address they should be sent on the next day. The lady would not trouble him, she would call. The clerk would not hear of this. They should be stitched and sent. Here a complaint was properly dealt with, a dissatisfied customer placated, and from time to time particulars of new season's goods were posted to the address so tactfully procured, with the result that not only the original purchaser returned from time to time, but also members of her family became good customers. It was this clerk only who had anything to show as the result of his little excursion in tactfulness. To be well-mannered is, in itself, excellent, but to be really tactful there must be thought at the back of one's politeness.

Running an Exclusive Shoe Store for Men and Boys

How Vancouver Firm is Forging to the Front—Strong Believers in Timely and Telling Window Displays—Make a Specialty of Heavy Footwear—The Question of Profit and Turnover Considered.

An exclusive men and boys' shoe store is that located at 56 Hastings Street west, in the heart of Vancouver, which was started on February 1st last, and the venture is meeting with very satisfactory results.

The proprietors are Cornett Bros., the members of the firm being progressive young men with live ideas and high ambition. The brothers, James A., and J. W., are former residents of Dundalk, Ont. The former located recently in Vancouver after living in Saskatchewan for about fifteen years, while J. W. has resided in Vancouver for some eight years. When he first went to that city, he was on the sales staff of Ed. Stark for two years. He then took a position with Jas. Rae, and afterwards had charge of his large

firm do not conduct a repair shop in connection with their business, but hand over the work to a man who specializes in these jobs and get a discount of 15%. They maintain that this pays better than running a repair branch, as if they had one on the premises, they think many odd jobs would have to be done gratis.

No odds and ends are allowed to accumulate by the firm, as they give great attention to this part of the business. The brothers are strong believers in striking window trims, and each window is changed weekly. They are of the opinion that the most effective means of publicity is through the eye.

Regarding profits, the Cornett Bros. consider a 50% profit on the cost price should be obtained, with the excep-



THE ATTRACTIVE SHOE STORE OF CORNETT BROS., 56 HASTINGS ST. W., VANCOUVER, B.C.

retail establishment. His next situation was with Ames-Holden-McCready Limited, as travelling salesman, which enabled him to gain a wide insight into both retail and wholesale lines in the Pacific coast province.

The store of Cornett Bros. has 25 feet frontage and is 125 feet deep. Its shelving is for single cartons. A twelve foot showcase runs across the entrance and the seating consists of single chairs, back to back, down the centre. At the end is a wrapping table, with cash register. The front has two attractive plate glass windows, with nice wide, receding entrance, and tiled floor space. Signs appear at the top of each window to a depth of twelve inches. The lettering is white on a blue background, with red border, making the effect particularly striking, as will be noticed in the accompanying illustration.

Some of the Lines Handled

The firm sell the Hartt, J. & T. Bell, Tetrault, Ames-Holden-McCready, and the Florsheim Co. The McCready shoe is handled under the name of "Cornett Bros., the brand guarantees satisfaction" and the Tetrault, under the name of "Broadway." Cornett Bros. make a specialty of heavy footwear for loggers, miners and prospectors, and frequently devote one of their windows to this line of goods. They also feature prominently the Leckie Shoe, made in British Columbia, in the heavy lines. The

tion of freak lines, on which there should be an additional 25%, as left-overs always have to be sacrificed. They say that a stock should be turned over at least three times a year, and one of the most important problems to study in order to attain this end, is that of right buying. They do not advocate buying in too large quantities, but in a moderate number of pairs, and have the goods come in fresh and frequently.

Overgaiters Are in Big Demand

Overgaiter manufacturers report an exceptional call for overgaiters this fall. Large orders have been placed by representatives of the big stores and everything points to a remarkable sale of these lines during the coming fall and winter. Fawns, light and dark greys, brocaded silk tops are being worn extensively with pumps and oxfords, and while they give the effect of a cloth top shoe, they have the advantage that they can be instantly removed when Milady goes indoors. Retailers report a fine demand from the best class of trade for these cloth tops. They are economical in comparison with the cloth top boots which have increased in price. They have the advantage that they can be taken off without trouble and are easily put on, look neat and are very comfortable.

How to Make Your Findings Department Pay Well

Do You Meet the Rent of the Store with Profits from This Branch?—Why Some Retailers Do Not Make It Pay—Way to Boost Sales in Findings—Stocking a Department Properly and Advertising Are Two Principal Essentials

Are you anxious to increase your weekly receipts?

You may think this a superfluous question, but nevertheless it is quite probable that you are one of the many shoe retailers who do not use all the money making advantages presented to them through various sources, and one in particular, the findings department.

Oh yes! You will say right away that you have a findings department and that you became aware quite a long time ago that it could not be made a paying proposition. But—can you say with as much surety, that you have properly investigated, and found out the reasons you did not



make money? No dealer has ever inquired yet, and found any other ultimate reasons than this—lack of attention.

Boom your findings department. Too few shoemen give proper concern to findings, and thereby overlook a very important element in retail selling. The most progressive and successful shoe merchants unanimously agree that any department in the store, any feature on the premises, any method of service, plan of stock keeping, system of interior display or window dressing that attracts people inside the door, is a powerful lever in creating trade. But this is looking only at one side of the question, that of the indirect benefit obtained by having a findings department. Let us think, rather, in this article of the direct advantages you will enjoy through having a findings department.

Now, Mr. Retailer, what have you done to boost the sale of your findings? Have you increased your turnover in this department during the past year, or are you still keeping your very limited stock in a hole in the wall, on one of the shelves at the rear of your store or some other out-of-the-way corner and allowing your patrons to purchase such supplies as they absolutely need at other establishments, to say nothing of stock that could be sold through suggestion or advertising.

Larger Profits than on Shoes

When you sell findings, you are making much larger profits than you do in selling footwear, running all the way from twenty-five to one hundred and fifty per cent., and

there is perhaps not a shoe store in both large towns and small but what could make enough out of its findings department, if properly stocked, handled, pushed and featured, to pay the rent every month. The possibilities in this line are tremendous. Consider the number of arch supports alone that are disposed of in Canada yearly. Think of the number of people wearing rubber heels on their shoes. How many million pairs of shoelaces are bought annually by the Canadian public, how many shoe trees, tins of polish, cleaners, brushes, ankle supports, insoles, skate straps, overgaiters, leggings, pads, corn cures, ice-creepers, etc. The demand for these articles is tremendous, and who is answering this demand? Why, to a large extent the grocer, hardwareman or druggist, although it must be said that the Canadian shoe retailer is waking up more and more every day to the possibilities of the findings department, and acting accordingly.

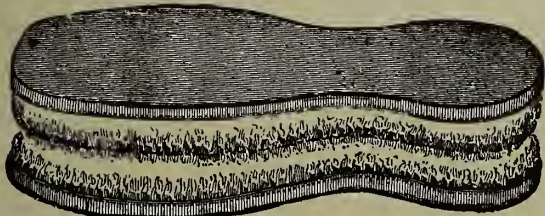
Secure Holiday Trade

Now above all others is the time to boost your department to the utmost. The Christmas season is fast approaching, and in another month or so you will be so busy with it that you will be liable to overlook the holiday possibilities of the findings department. Manufacturers and findings houses are now taking and shipping large orders for soft soled boudoir slippers. These have in the past few seasons become very popular holiday gifts, and an enormous trade in them will be done this year. The average price per pair to you is about \$1.00, although the scale runs from seventy-five cents to a dollar and a half. Think, of what you could do in this line alone, if you advertise and feature it during the month of December. Nine persons out of ten, when they start out to shop are miserably uncertain as to what makes a suitable gift and are happily open to suggestions. How many of them think of boudoir slippers. The answer most likely is none, but when your findings department carries a nice line of them, and a showing is made in your Christmas window display, along with a card suggesting what an ideal gift a pair of boudoir slippers make, can't you imagine the result? Now boudoir slippers are only one strong selling line during the holidays and at the winter seasons. There are dozens of others such as gift shoe trees, over-gaiters, leggings, etc. But if you do not boom your findings department, how many extra sales will you make? None; the same old round of trade will come into the shop and go out again. You have lost another grand opportunity to put your findings department on its feet, and to add many new customers for footwear as well, on your list.

Proper Furnishings Essential

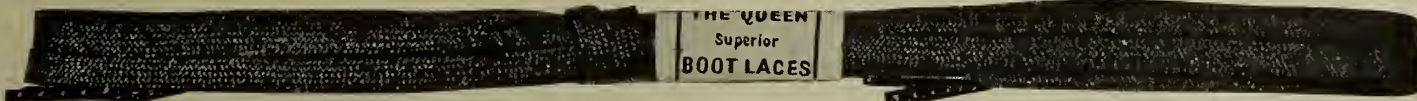
To increase sales, you must realize that radical changes are necessary in the department. In the first place, to make the venture a successful one, as much space as possible in a prominent section of your store is necessary. Try to make it a branch, exclusive of the shoe section. Of course, a lot depends on circumstances, and the size of your store and trade, but strive to make your showing as large as you can. If you can afford two silent salesmen show cases, don't crowd your stock into one. Neither should you crowd your goods into a show case in a haphazard, don't-care fashion. Make your display as attractive as your efforts enable you to. In order to do this, secure furnishings as up-to-date as are made. It is comparatively easy to demonstrate findings in a modern all-glass show case, with a

nice marble base, but it is an extremely difficult feat to show them properly in an old-fashioned show-case with wooden shelves. This, however, does not mean that you must send out at once and secure several expensive silent salesman show cases. If you are able to do so, don't waste any time, for it is a first-class investment, but if you do not feel the expense is warranted, you can excel yourself making the old show case attractive, and if you succeed in doing this, you will find in a very short time that your findings trade



does warrant the extra outlay necessary to equip it properly. Set aside ample space, and display in it a showing of pump and slipper buckles that will create interest amongst the lady patrons of your store. Show the latest in these buckles. But be sure to exercise good judgment in buying. Then, let your lady customers know that you have the latest styles, and thereby secure their interest and induce them to purchase.

Devote a whole shelf or more in one of your show cases, for the next few months, to a display of cork, hair, and wool innersoles. Make your showing attractive, and don't make it so meagre that one could gaze over the contents of your show case and not be aware of the fact that these warm,



comfort-giving articles are shown within. Emphasize their value during the cold months. Remember also that shoe laces look much more attractive when neatly done up in a band, than they do hanging on a nail at the rear or on one of the side walls. Moreover, you can dispose of many an extra pair at five cents than you can sell at a cent a pair when you display them loose. There are people who expect to be presented with a couple of pairs extra when purchasing shoes. If your stock of laces is done up in bands and displayed in the show case you can still let your customer have them, but he will be willing to pay for them. At the end of the year, if you figure out your saving on laces alone, you will be greatly surprised. Don't forget, either that you can much enhance the beauty of a findings display, particularly during the next few months, by a stock of vari-colored boudoir slippers.

The Power of Suggestion

A leading shoeman recently remarked that he thought if proper methods were employed by an energetic salesman that it was possible to interest eight customers out of every ten in findings, and while a sale might not be effected on the spot a good impression would be created, which would in all probability result in purchases in the future.

This shoeman was right. The power of suggestion is remarkable. Look at all the big advertising campaigns during the past two or three years that have made large fortunes for the advertisers. And what is advertising, to a very large extent, but suggestion. No matter how attractive your findings department may be, the goods will not all sell of their own accord. You must push findings at every opportunity. Instil into the minds of your staff the necessity of so doing. You need not foist these things onto a customer against his will, but by delicate, deft atten-

tion, point out to a purchaser the wisdom of purchasing a shoe tree on account of the life it adds to a shoe, in aiding it to retain its shape and outline. You can point out that a pair will last a lifetime.

A customer comes into the store and sighs with relief when his shoes are removed. The clerk can see at once that his patron has a broken down arch, but the customer himself may not know what is the cause of his foot troubles. Here is a golden opportunity to dispose of a pair of arch supports. An Ottawa dealer who has a staff of four clerks, when he finds a case of this kind, attends to the party himself. This makes the customer feel that he will be properly looked after and he is only too willing to find someone to whom he can unload his tale of woe.

Advertising the Findings Department

There are many different methods of advertising your department. In many stores, clerks are allowed a certain percentage on all the findings they dispose of. It proves an incentive to them to push these lines, and if proper supervision of the staff can be exercised to see that they do not overdo it, in their efforts to sell, the plan generally proves successful. As frequently as you can afford to, you should devote your advertising space in the daily or weekly paper to a breezy announcement on findings. This will do an untold amount of good. Another good plan is to install a findings window now and then. Make it attractive, and if you can by any chance display some novelty or other it will much increase the value of your display. Your chief methods of advertising, however, will be through your department itself, its general presentability and attractiveness, and through pushing findings yourself at every oppor-

tunity. Make seasonable appeals. At the present time holiday gifts are a little premature, but in a few weeks folks will be thinking of nothing else. Now is the time to show a strong line of fall and winter stock, and you can attain good results in making up a display of cold weather findings.

Think It Over

If in the past, you have been of the opinion that the findings department is a failure, reconsider. Decide in your own mind whether you have given it a fair chance to grow, whether you have worked along the lines suggested



here. If you have not done so, get busy now. Put your heart into it. You are as clever as your competitor, and if he has made a success of his findings department, you should also be able to make money out of it. The right way to do this is to install an up-to-date department and show it to people. Get them interested.

Habit grows, and soon casual callers are converted into customers—regular and reliable. They are the kind to possess, the sort that help you along on the highway to prosperity and expansion.

The Big Part That Style Plays in the Sale of Footwear

Some Manufacturers Feel That the Staple Is Almost Thing of the Past—An Exaggerated View, of Course, but the Developments of Recent Seasons Give Reason for Consideration of Facts on Which Conclusions Are Based.

The type of shoe known as a staple style is almost a thing of the past. The majority of consumers look at footwear from a new viewpoint. They divide it into only two classes—shoes for dress purposes, and shoes to use for special purposes, such as outing or athletic events.

Such is the opinion expressed by a prominent Eastern manufacturer who is a close student of conditions and developments in the shoe trade. While perhaps his statement of the situation should not be taken too literally, his conclusions are based on facts that are worth attention, says the Pacific Coast Merchant.

Style value has been a growing factor in shoe merchandising for several years, and it will undoubtedly continue to assume greater importance.

This is true regarding both men's and women's lines, although the former have not as yet felt this influence so greatly as the latter.

More new novelty effects will be seen in women's footwear during the coming year than ever before.

Style Influence Spreads

The style influence is naturally felt most in the metropolitan centres, but it is spreading rapidly throughout the country, even to the smallest towns.

In view of this, every retailer of shoes will find it worth while to devote more time to a study of the style trend in footwear. He not only needs to safeguard himself against buying unsaleable styles, but he can use a better style knowledge and discriminating judgment to increase sales and profits, because the best profits will be the long profits that it is possible for retailers to get for superior style values.

American styles viewed from the consumer's standpoint originate in New York, because New York is the metropolis, the country's base of social activity, the market place of the ultra fashionable.

New York styles are always distinctive, often extreme in the eyes of the country at large, and they are not always followed literally. But New York sets the pace—it is always a little ahead and the New York styles of to-day have a decided influence on the accepted styles of the country at large to-morrow.

New York styles exert a dominating influence on the style trend of the country except in one particular—the question of lasts. While New York lasts meet with the approval of a limited number of people throughout the country, for some unaccountable reason they seldom prove to be volume sellers.

The recent craze for high toes and short vamps in the West illustrates this tendency. New York has always been strong for long vamps and recede toes, but the attempt of manufacturers to push this style throughout the country during the current year has not been successful, especially in women's lines.

Color Combinations Good

Color combinations and fancy patterns will prevail in women's boots for early spring.

Boots will be almost entirely of the button type, and whole quarter and gaiter effects will be the basis of patterns, the outlines of which will be varied to produce novel effects.

Shiny leather will continue to lead as a vamp leather, but dull calf and kid will also be used to quite an extent. Much cloth, suede and some colored kid will be used for topings.

The long vamp and recede toe will continue in favor, but two new lasts will be featured—a short vamp with a slightly

receding toe and a new round-toed last, that is a modification of the "stage" last.

The big cities will continue to favor Colonial effects for another season, but new developments in patterns, greater use for color and combinations of materials, will add a decidedly new style touch to this type of shoe. The popular materials will be the same as those used for boots.

Small, dainty effects in ornamentation will be utilized, but buckles and other large ornaments are passe.

Sandal and other strap patterns, mostly button fastened, will have a prominent place in the new spring lines.

Heels will be high on all stylish models, the most attractive type being the Cuban-Louis or slight modification of that style.

Men's Footwear Styles

New styles for men have a tendency to novelties in patterns and color effect. Patent, dull calf and dark tan leathers will all be liberally shown in boots. Many styles will have tops of cloth or suede in conservative tones of color that harmonize with the vamps.

Bal lace patterns will be most in evidence, but the tendency towards fancy tops is favorable to a larger demand for the button boots.

Panel effects and perforations will be popular, especially in the new Oxford styles.

The current wholesale market reports also have an interesting tale to tell as to immediate demand, and these show that outing shoes for immediate delivery are especially strong, orders having increased in the offices of manufacturers and wholesalers to such an extent that stocks are pretty well disposed of, with the result that the wholesale interests are particularly well pleased over the probability that they will not carry over an undue proportion.

A good deal of this demand has come in from outlying territory, but the larger cities also have been strong in their requests for outing footwear.

Use of Combination Soles

The use of combination soles is likely to increase, owing to the scarcity of leather. Many of these soles are being sold to the Chinese. The Chinese shoemaker lays a thin piece of leather on his sole, then a piece of paper, another piece of leather, a piece of paper, and so on, alternately until a fairly thick sole is built. The different layers are sewed together and a sole sufficiently thick and strong to serve for ordinary, everyday wear is obtained.

Americans are trying the Chinese idea in a number of ways, but they cannot get the combination of paper and leather in a satisfactory way. If they could, they would smash the sole leather market to smithereens, for paper sells about two cents a pound and sole leather 42 cents a pound.

American manufacturers are succeeding, however, in making soles of rubber and leather, also combinations of canvas and leather. One new kind of a shoe has a canvas sole, McKay sewed to the shoe, and a leather sole, welt sewed to the canvas sole. Another kind of a shoe has a sole that is made up of a layer of thin leather, then a layer of rubber, and then a light leather outersole. The three soles are cemented and sewed together. The leather outside gives them a good wearing surface, the rubber makes them springy and soft to the foot, and the other leather sole serves to prevent the rubber from sweating the feet.

Putting in an Aritistic Fall Footwear Window

The window setting illustrated this month is more elaborate than former ones and will require some care in making. To begin, make a frame for the screen out of light lumber. Then saw a piece of wall board for the top

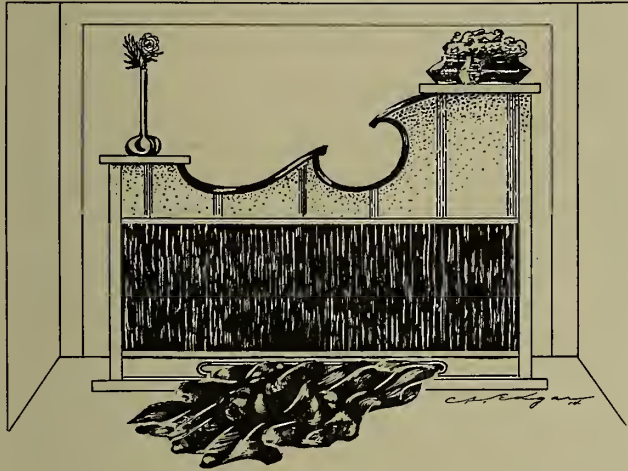


FIGURE ONE

part of the screen. Do this with a small scroll-saw, which you can obtain from your hardware dealer, and which should form a part of every window-trimmer's kit. After this is in place, cut out the bottom strip and nail to the frame, leaving the space, shown in Figure 1, by the black and white lines, open. After the screen is made cover it with white felt and paint in the fine lines with gold paint. Fasten a

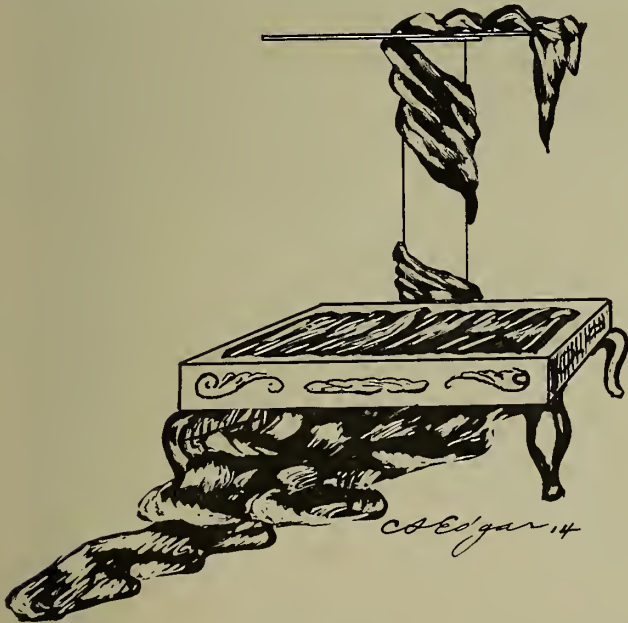


FIGURE TWO

small brass curtain-rod at the back of the screen, just above the opening. On this rod gather a curtain of light tan plush, and let it fall back of the opening. The lower end of the curtain is then drawn through the opening in the bottom strip and draped on the floor of the window.

The back of the window should be covered with cream colored felt, which may be stretched tight or pleated as the

fancy of the trimmer dictates. After setting the screen in place, arrange bowls of bright colored leaves as shown in the drawing in figure 1. Use brass bowls, if it is possible, as the soft reflections in the brass add charm to the setting.

In figure 2 are illustrated further uses for the tan plush. The low flat stool is provided with openings in the top through which to draw the plush. One of these, finished in gold enamel, would harmonize nicely with the tan plush used in this display. The plush is also used to drape pedestals and smaller fixtures, and in fact can be used in any manner which may suggest itself to the trimmer.

Window cards to use with this display could be made on gold mat-board lettered in white or on white board lettered in tan with a border line of gold. A card having a gold mat and a white centre lettered in black would also be suitable for this window.

The Instinct of a True Shoeman

The following true story will speak for itself. It is not an advertisement, although it might appear as such.

Among the employes on a civic job was a boy thirteen years of age, whose father kept a small shoe repair shop. Happening one day to hear the overseer telling a friend of the distress and pain his feet caused him, the lad, who appeared to be not only bright, but also thoughtful, returned to his home that evening with an idea in his head as to how he could relieve his employer. Seated at the supper table at home, he told his father of the conversation he had overheard between the overseer and his companion.

The father did not appear to be much interested, and after a few moments, the lad said: "Father, would you let me take him a pair of arch supports to-morrow? Would you lend him a pair to try? I think they would help him."

The next day a surprised overseer was examining the contents of a little parcel placed in his hands by a lad whom, up to the present, he had scarcely noticed. The merits of the arch supports were eagerly set forth by the boy, who begged the superintendent to try them just for a day. Touched by the kindly act, the latter laughingly complied—more to please the boy than anything else. He wore them that day. It was not till evening came on that the overseer remembered that he had forgotten all about his feet. He had moved around all day in ease and comfort, with never a thought of the usual lay off for a rest. He had been in buoyant spirits and excellent condition during the entire day, without realizing the cause of the improvement. By the time he came to the conclusion that his freedom from pain and his renewed energy for work was due to the arch supports, the boy had left for home.

The next day, however, he did not fail to place the supports in his boots again, and the test was continued with equally satisfactory results. His delight knew no bounds. "Magic," I call it," he declared to a friend nearby, in his relief and satisfaction, as he hurried up to the lad at the close of the second day and placed the cash for two pairs of arch supports in his hand. "Bring me another pair to-morrow, my boy," he said, "I expect to get more later for my friends, and tell your father that if there was only one pair to be had, and I had them, fifty dollars would not buy them from me."

Abolishing Cancellation and Returned Goods Evil

What is Being Done to Overcome this Trouble—Who is to Blame?—Some Unjust Demands Made on Manufacturers—Shoe Dealer Gives Retailer's Side of Question—Better Co-operation the Best Cure

What means would you suggest of doing away with the cancellation evil?

This problem is a very annoying and embarrassing one, and is the source of much bad feeling between many manufacturers and shoe retailers.

A pair of shoes is returned to the factory by the retail dealer with a request for a credit note. It looks to be a very small matter, easily adjusted, but in reality, it is very often the cause of a direct loss of business to both parties concerned, as the retailer probably has a large call for the goods of the manufacturer in question, but rather than give in to the wholesaler, as he feels would be the case, he drops the manufacturer off his list. Perhaps, after his stock has run out, a dozen good customers of the store will insist on purchasing the same brand which they have been accustomed to buy, and will be satisfied with no other make. This means untold harm done to the store, and many dollars loss in profit.

Injustice of Some Demands

Now, what is the remedy to obliterate this trouble. Generally you will find, when one of these quarrels takes place between a manufacturer and retailer, that either one side or the other has been unjustly unreasonable in their demands. While there are some manufacturers who, are no doubt, in the wrong, it must be admitted the blame just as often rests with the retailer, or rather the retailer of a certain type, the man who wants always to take and never to give. Again, however, there is the retailer who honestly believes he is making nothing but a fair demand upon the manufacturer, but who neglects to look at the matter from the maker's standpoint, or even from an outside viewpoint. Happily, however, it can be said that the average Canadian shoe wholesaler, if he knows that the retailer is sincere in his demands, is only too anxious to accept the return of a few pairs, providing the dealer has a just cause of complaint.

Nevertheless, some very unfair demands are made upon him, which he cannot accept and retain his self respect. For instance, it is a common incident for the manufacturer to receive from one of his customers a returned pair of shoes, which have been worn for two or three months, and which have been ruined through too close proximity to a stove when they were wet. Accompanying the pair you will find a short perfunctory note demanding a return of the money paid by the retailer, so that he may in his turn refund to his customer. Moreover, the request is made, not as a favor, but as a right. What would any self respecting manufacturer do? What would you do yourself if you were in his place? Here the dealer expects the manufacturer to stand his loss, when in reality it was an affair to be settled by the dealer and the party who purchased the footwear. The customer of the store was clearly in the wrong, and knew it in his heart. If the retailer had said to him, "Now, Mr. Blank, we are only too anxious to please, but you surely realize that it was through no fault of the leather that they are in this state, etc., etc." don't you think the incident could have been closed amicably, if the customer had any sense of justice at all? If he was trying to "do" the retailer, then his custom was not worth while to the store. Even if you are anxious to keep him on the books, he cannot hold you responsible in his heart, any more than you can the wholesaler, and if he threatens to take his trade elsewhere, let him do it. In a short time he is

pretty sure to return and often glad to get back. Being fearful of losing this customer, many retailers give in to him, and will always find that once he has "done" them, he is back in another week or two with some other "cooked up" yarn. However, even though the dealer does give way to the customer, he should stand the loss himself, not try to saddle it onto the wholesaler as is so often done. No one can blame the manufacturer for being firm in a matter of this kind.

Returning Part of Shipment

Another cause of complaint by manufacturers, is the return of part of a shipment. Jones, the dealer in Blanktown, orders, say forty pairs of a certain style shoe. The shipment is made. He receives and opens it, extracts ten pairs and right back to the maker go the other thirty pairs labeled "not up to samples." It makes you think, "What kind of a fellow is this man Jones, anyhow?" Does he think he is acting squarely in doing such a high handed thing? Once in awhile, there may be an excuse for him, but nine times out of ten, he is deliberately trying to put one over on the manufacturer. Perhaps he orders this style of shoe thinking there will be a large call for it. A few weeks after, he finds he is going to be overstocked, that the demand will not be equal to his supply, so he immediately decides to shoulder the loss onto the wholesale house. Very often, a retailer does this without thinking. He does not consider the fact that these shoes are much more useless to the manufacturer than they are to him. Possibly the maker can dispose of a returned shipment by a stroke of luck, such as receiving an order for the same line the day a shipment is returned to him, but this only happens once in a great while, and as a rule, the returned shoes, if they are accepted back by the maker, have to be thrown out. They are carted off to an auction room and disposed of for next to nothing. This the retailer often fails to realize however. He will say to himself, "Well, I guess I will return these shoes to the manufacturer. He can dispose of them easier than I can, as he is probably having a good call for them, and though he kicks about it, he won't be much put out about it."

Cancelling After Stock is Cut

Another great worry of the manufacturer is his receiving a cancellation after stock is cut on an order. This always means a loss in dollars proportionate with the size of the order. What can a manufacturer do in such a case? He has received no signed order from the customer. The traveler has taken it down at the retailer's dictation. The firm accepts the order in perfectly good faith, and shows its reliance in the dealer's integrity by being willing to fill his order without a written request. Certainly, in the large majority of cases, the manufacturer does not misplace his trust. Shoe retailers in general are a square body of men, and appreciate the wholesalers position, but in the retail shoe ranks there are a number of dishonest dealers, just the same as you will find dishonesty in other professions, and a few retailers will do some very shady things in the most nonchalant manner possible. The manufacturer will accept a cancellation without doubt if the retailer will only confide in him. If you order some goods and wish to cancel, first find out if the stock is cut in preparation to being manufactured into shoes, before you finally do so. The wholesaler is anxious to keep you pleased and is only too

willing to help you out, but when it comes to his sacrificing hundreds of dollars yearly just to save a dealer who has not ordered properly, he cannot be expected to do so. Speaking on the subject, a Montreal manufacturer says, "Now, here is my opinion in a nutshell. We are only too anxious to keep our customers pleased and satisfied. It is to our own best interests to do so. 'You can catch more flies with sugar than you can with vinegar,' is a true saying, and a pleased customer is a profitable one. Therefore, if it is at all possible, our policy is to keep every one of our patrons satisfied. But, if we start into please and appease people who send goods back on all sorts of flimsy pretexts, we might as well close up the factory. So we have in many cases to be firm, even though we know that in acting so, we lose a good customer."

Retailer's Side of Question

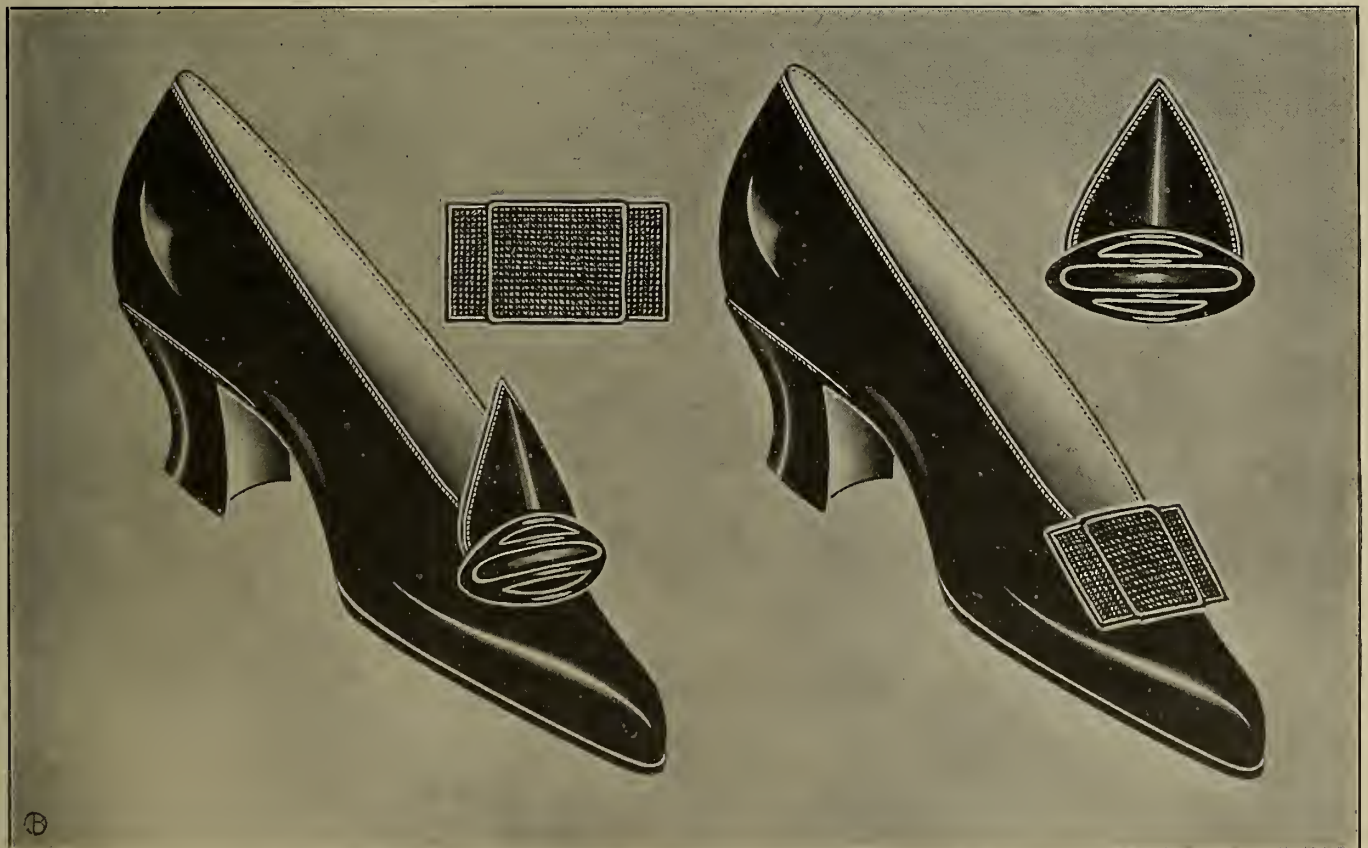
Now, there are two sides to every question, and we have often stated in these columns, that the retailer is in some instances right to a large extent in cancelling orders or returning stock. For example, he will often order goods from a sample which is of good quality and of neat, strong appearance. For this shoe, he will pay a good price. When he receives his goods, he may find several pairs which are really not up to sample at all. Or he may find one or two pairs which have defective stitching or which have been torn in some way or other. In such an instance, he is perfectly right in his demand for a refund, but let him make sure that the goods are not up to the mark. Get the opinion of some one who is unbiased.

An Eastern Ontario shoe retailer speaking from the

dealers' standpoint, said: "I sympathize with the manufacturer, and know he gets some very unreasonable requests from retailers, but there is the other side of the question to consider also. I can mention half a dozen occurrences which give the retailer just cause for cancelling orders at certain times. What about a traveler who takes an order to be delivered at a certain date, when he is well aware that by nothing short of a miracle, can the retailer receive his goods on the date specified? Of course, there may be a lack of co-operation between the traveler and the office, and he may not be aware of the lack of facilities or of the existing conditions in the factory. This however, is not the fault of the retailer, and he cannot be blamed for refusing to accept goods when they are weeks late.

"Then, there is the manufacturer who makes draft for the amount of the order two weeks or so before the goods arrive. When the bank messenger presents the draft the retailer has to turn it down. This may go on every day till the goods arrive, and before this happens, the shoeman is thoroughly 'sore.' Does it pay to antagonize him in such small ways as this? The retailer has as much use for the money in the meantime as the manufacturer can possibly have, to say nothing of the fact that he wants to see what he is getting before he pays for it. These are only one or two reasons. I could name several more, that are good ones, and excuse enough for any retailer to cancel."

The only method by which a better understanding can be reached by wholesaler and retailer, is to co-operate more. Let the manufacturer get in close touch with the retailer who has an honest grievance, and it should be easy enough to settle the matter.



The accompanying illustration presents an innovation in footwear. On the left is seen a regulation colonial, and on the right a pump. The change is made by simply transferring the ornaments, which are also shown, and are attached to the forepart of the shoe by means of dome fasteners.

Thus the lady purchaser has a colonial for street wear and a pump for evening wear combined in the one shoe. The idea is a novel one and has certainly taken well with the trade since being presented by D. D. Hawthorne & Co., Toronto.

Shoeman Holds Spring Openings

Why should not spring openings in the shoe line be held by the dealer to display all the new effects and styles the same as such events are held by the millinery and mantle parlors. They should prove quite as interesting and fascinating. One of the enterprising retailers, who holds such a function each spring, is Robert B. Van Dine, of Fredericton, N.B., where he has been in the footwear business for himself about thirteen years. He sends out neat cards of invitations to the customers and friends of the store which is appropriately decorated for the occasion and every facility provided for the display of all the nicest and snappiest offerings in foot toggery. Every visitor is made to feel free and at home. The opening is one that is looked for-



ward to by the ladies of the Capital of New Brunswick with appreciative interest. Mr. Van Dine has an inviting and handsome store on Queen street with an entrance and display windows on York street and, in his business literature, one of his slogans is "remember that our goods are always high class." Born in Fredericton, where he was educated, he entered the shoe store of Nelson Campbell. Afterwards he went with M. L. Savage, the now widely known western shoe traveler, when that gentleman was in the retail line in Fredericton. Mr. Van Dine bought out the business later and has conducted it with gratifying results. He is a live, enterprising merchant and his chief recreation is motoring, having acquired a fine car during the past season. E. D. Van Dine, of Toronto, who for the last fifteen years has represented L. H. Packard & Co., of Montreal, in Ontario, is a brother.

Readjustment in Shoe Prices

Sole leather and upper leather have begun to rise in price as a direct result of the European war. The effect this will have on the shoe business in this country is problematic, says American Shoemaking. The opinions as expressed by leading manufacturers differ widely on this subject. The writer has interviewed a great many of the leading manufacturers on the topic and with one accord they agree that the manufacturers' selling price will be forced higher and will reach a level that should have been reached several years ago, as leather has been advancing in price

steadily for the past ten years without a proportionate increase in the selling price of shoes. To this fact may be laid the increased number of failures in the shoe industry. Competition is the life of any business, but this must be done on a sane and safe basis, which has not been the case for the past ten years regarding the boot business. So this conflict in Europe may result in adjusting shoe prices to a more satisfactory basis.

An Advance in Soft Soles

The inability to secure dyestuffs reflects itself on the soft sole shoe and shoe dressing industries.

At a meeting of the soft sole shoe manufacturers held in Rochester, N.Y., recently, the delegates decided to advance prices on colored shoes, at least 50 cents per dozen on the better lines, and 25 cents per dozen on the cheaper lines, with a possibility of a still further advance unless arrangements can be made for the manufacture of the dyes in the home market in the near future. A committee has been appointed to learn what can be done towards producing dyes by American manufacturers.

Not only has the price of dyestuffs been increased to the shoe polish manufacturers but waxes have advanced, in some instances as much as 200 per cent. Tinware has also advanced, and should these materials hold their present high levels or continue to increase, which is also possible, shoe polish prices must necessarily go up. Most of the shoe polish manufacturers are equipped to take care of their trade for this season, but buyers will only be taking the usual precaution if they would make their contracts and secure their shipments now.

Getting Out After Repair Trade

The Union Shoe Repair Works, who conduct a first-class shop at 892 Dundas St., opposite Howard Park Ave., Toronto, issue a neatly printed card to their patrons, copies of which are distributed every week. On one side is a tried and tested recipe for the housewife which is changed each issue. There is also the announcement that all work is called for and delivered and that the representative of the works will call regularly for repairs and give a new recipe. On the reverse side the prices are given, as follows:

| | |
|--|-------------|
| Rubber boots, soled and heeled..... | \$1.25 |
| Men's sewn whole sole and heels, from toe to heel..... | 1.50 |
| Men's sewn soles and heels..... | 1.15 |
| Men's sewn soles only..... | .85 |
| Men's heels only..... | .30 |
| Men's nailed soles..... | .65 |
| Ladies' sewn soles and heels..... | .90 |
| Ladies' sewn soles only..... | .65 |
| Ladies' nailed soles only..... | .50 |
| Ladies' heels..... | .25 |
| Boys' sewn soles and heels, 1 to 5½..... | 1.00 |
| Boys' nailed soles and heels, 1 to 5½..... | .75 |
| Youths' sewn soles and heels, 9 to 13½..... | .80 |
| Youths' nailed soles and heels, 9 to 13½..... | .60 |
| Misses' sewn soles and heels, 11 to 2..... | .80 |
| Misses' nailed soles and heels, 11 to 2..... | .60 |
| Child's nailed soles and heels..... | .55 |
| Patches and rips..... | 10c upwards |
| Rubber heels, men's..... | .50 |
| Rubber heels, ladies'..... | .40 |
| New leather heels..... | 40c upwards |
| Buttons put on with fastener..... | .10 |
| Tan boots dyed black..... | .25 |
| Shoes stretched..... | .10 |
| Skates sharpened..... | .10 |

Veteran Shoe Merchant Expires

Another old veteran of Strathroy, Ont., has retired from the ranks. Another of the few remaining members of the "Old Guard," who pushed Strathroy along in the bygone days, has gone, after a long and useful life. For fifty years a continuous resident, James Wright, one of the "first" citizens of the town in more than one sense, passed peacefully away recently in his 78th year. Mr. Wright was born in 1837 in the parish of Luppit, Devonshire, England, and attended school in his home parish till the age of twelve. Then for a short time he lived with an uncle in the parish of Uppotery, walking three miles every day to school. Later on he returned to Luppit, attending school at first, then working for his father. At about the age of twenty-two he decided to try his fortune in the New World. With his young bride, nee Miss Chinnick, of the same county, he crossed the Atlantic and came on to Upper Canada. Arriving in London he spent five years in the shoe business, moving in 1865 to Strathroy, where he bought out the Andrews shop. For thirty-seven years he remained and prospered in the very store which he originally opened a few doors west of the Commercial Hotel, and during the balance of his long and remarkable career he occupied a more commodious establishment in the present well-known stand on the north side of Front street. Thus for nearly half a century he successfully tacked and veered with changing times and changing trade conditions, weathering all storms and taking advantage of all opportunities. He had decided to retire at the end of the present year and spend the gloaming of life in quiet and restful pleasure, but the summons came while he was yet in business, endeavoring to fully complete his remarkable record. In his earlier days Mr. Wright was one of the town's conspicuous figures in commercial enterprises. His remarkably successful business career was not alone confined to the shoe line in which he was engaged but to almost a dozen other business concerns as well, including the several "Wright Stores," in which he had at one time a controlling financial interest.

Mr. Gales Speaks on Trade Conditions

In reference to present conditions of trade in the shoe line George G. Gales, of George G. Gales & Co., Montreal, who conduct two large and splendidly equipped stores in that city and one in Ottawa, says:—

"Our business to-day is about as good as it ever was, notwithstanding the fact that we are facing a serious proposition. The public to-day, I am glad to say, is meeting us with a measure of confidence that we reciprocate. I foresee a better future for Canadian-made shoes than at any other time in my own experience. The cutting off of many foreign varieties of fine leather, aggregating with other leather imports seventy per cent. of the raw material used in the United States and Canada, is of course a serious proposition. But what will the result be? A rise of perhaps one dollar and maybe two dollars on the price of certain shoes. We can't help that. The notable feature to-day is that the public is asking more and more for the Canadian article. I can show my turn-over in September at the same time to prove that the demand has been almost normal during that period.

"There can only be one result—an increase in the output of Canadian-made shoes.

"The conditions now are immeasurably better than in the first days after war was declared. The first effect of the war was as if some one had turned the key and locked up all commerce. Gradually the public got over the shock and

so did the dealers, and now there is a confidence which is daily increasing. It is that confidence we are looking for and cultivating as best we can. I never imagined during the week war was declared that conditions would be as good as they are to-day.

"There will be one important change as a result of this war, and that is that Canada herself will have to provide that other seventy per cent. of raw hides, which we formerly imported from the countries which are now at war. We are doing our part quite successfully, and the outlook is really bright when all things are considered. As a matter of business as well as policy we are giving a larger and larger percentage of our orders for future needs to the Canadian manufacturers. There never was a greater demand for the home-made shoe than that we have been experiencing lately."

Generous Gifts to Patriotic Fund

The total contributions to date from the Canadian Consolidated Rubber Company, and their various branches, for the Canadian Patriotic Fund is about \$8,000. This certainly is a very generous response and a full list of the contributions is hereby given—only a partial list being presented in the last issue:

Canadian Consolidated Rubber Co., Limited, Montreal, \$2,500.00; Canadian Rubber Co., Montreal, \$1,198.13; Merchants Rubber Co., Berlin, \$525.00; Maple Leaf Rubber Co., Port Dalhousie, \$404.27; Montreal Branch, \$397.75; Head Office, \$383.37; Dominion Tire Co., Berlin, \$1,350.71; Toronto Branch, \$186.60; Winnipeg Branch, \$163.60; St. John Branch, \$106.00; Quebec Branch, \$100.00; Vancouver Branch, \$90.00; Dominion Rubber Co., \$76.10; Ottawa Branch, \$57.00; Edmonton Branch, \$50.00; Calgary Branch, \$42.00; Granby Rubber Co., \$40.65; Saskatoon Branch, \$31.00; Regina Branch, \$29.00; London Branch, \$28.00; North Bay Branch, \$20.00; Victoria Branch, \$14.00; Halifax Branch, \$13.25; Hamilton Branch, \$12.00.

The town of Berlin has certainly been very liberal toward the Patriotic Fund, the contributions from its citizens and industries in general, being \$90,000 to date, or \$5.00 per inhabitant. The employees of the Canadian Consolidated Rubber Company, in practically every branch, have donated a day's pay to the fund.



GUN METAL BUTTON WITH NEW POINTED RECEDE TOE, SWING EFFECT, ON "BULLET" LAST—BY COOK-FITZGERALD COMPANY.

Patriotic Windows Always Interest

A patriotic window that attracted considerable attention was put in the shoe store at 73 King street east, Hamilton, by Arthur L. Wilson, who is in charge of the men's department. He had two oil paintings of the British lion—one picture representing the royal beast asleep and the other awake. Both these pictures were draped with flags, as well as a portrait of His Majesty the King, which was between. The mottoes in the window were "The lion asleep," "But very much awake just now." Two large Union Jacks in the background, and smaller ones among the shoes, added to the impressiveness and appropriateness of the display. The setting, which was in the men's window only, was greatly admired and brought in increased trade.

Business Improving in the East

"Business as usual" has been adopted as the slogan of St. John, N.B., shoe dealers, despite the pessimistic utterances from certain quarters, says a correspondent of the SHOE AND LEATHER JOURNAL. So far as St. John is concerned trade has been very quiet up to within the last fortnight or more, but confidence is gradually being restored and sales are now much improved. Largely through the endeavors of the merchants themselves a better feeling of optimism is beginning to prevail throughout the city, for in their windows, stores, advertising, letters, and through every other available source, the keynote of their campaign for "business as usual" has been confidence in the city and the encouragement of Canadian industry. "Made-in-Canada" displays have been a feature of the last week or so, and they have been responsible for an improved feeling in business. Local dealers interviewed this week said that they expected business conditions in St. John this year to be well up to the standard and that once the Allies began to show decisive progress in their fighting there could be no doubt that everywhere an improvement would be seen. Buying in some lines has been slow, they admitted, but not so much as might have been expected, and within the last ten days or a fortnight there has been a most pleasing sign of betterment. The wholesale houses were becoming much more strict in their collections and in giving "paper," and slow accounts were being forced to deliver. Collections through the city with the retail houses have been better of late. Several houses have been making popular displays of military boots for outdoor wear among the men and report success from such endeavors with a brisk demand for this kind of stock. They expect that waterproof militia boots will greatly replace much of the rubber goods formerly worn by men in outdoor occupations this winter.

As an indication of their slogan, "business as usual," and its significance, manufacturers of the three Atlantic provinces met last week at Amherst, N.S., and formed themselves into a Maritime Manufacturers' Association, independent of their connection as members of the C. M. A. Fully half a hundred attended the meeting and the manufacturers assembled expressed themselves confident of what could be done to capture former German trade by Canadian houses. It is the purpose of these allied manufacturers to send general commercial travelers abroad, men whose scope is more specialized than the trade commissioners and consuls and these representatives will inquire into the possibilities of closer relations with importers in other countries in the view of "digging up" business for maritime province concerns. With South America they feel that if action were at once taken they could corral the trade formerly held by the belligerents. Some said they intended sending their

own private representatives to get an early "look-in."

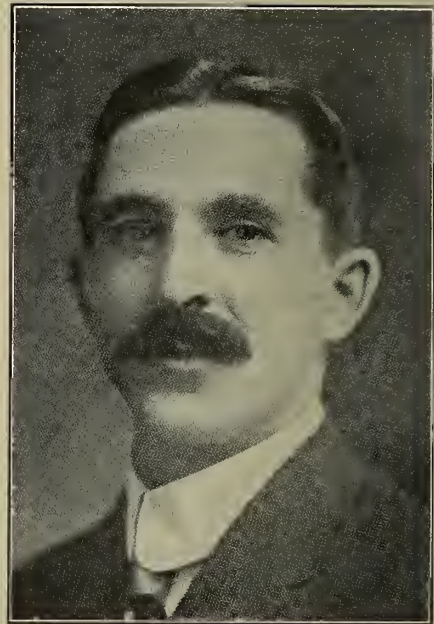
George T. Douglas, of Amherst, was elected president of the new body; S. E. Elkin, of St. John, vice-president; C. C. Starr, Halifax, second vice-president; A. G. Robb, Amherst, secretary; W. Hunter, Moncton; Angus McLean, Bathurst; J. T. Cummings and A. McColl, New Glasgow; J. P. McNaughton, Sydney; George McKenzie and George Henderson, Halifax; Bruce Stewart, Charlottetown; C. S. Sutherland and W. L. Baker, Amherst, and H. S. Crowell, Yarmouth; executive.

The Wear Must Be Paid For

A leading shoe manufacturing firm is now enclosing the following slip in all its cartons: "The replacing of worn shoes by dealers without charge is an injustice and source of loss to the dealer as well as the manufacturer. We hereby notify all concerned that we will not give credit for any shoes that have been worn, without being allowed proper credit for such wear as the shoes shall have given. We will refuse to make any allowance (except for fault of construction) on any kind of shoes made from any kind of patent or enamel leather."

Proficient in the Rubber Line

I. W. Kuehner, assistant manager of the Maple Leaf Rubber Factory at Port Dalhousie, is one who has made steady progress in the footwear line. He was born in Waterloo in 1879, where he attended school and afterwards went to business colleges in Galt and Guelph. He first learned the moulding trade with the Waterloo Mfg. Co.,



I. W. KUEHNER, PORT DALHOUSIE, ONT

and later entered the service of the Berlin Rubber Mfg. Co., fourteen years ago, with whom he remained for five years. He was then in business for himself for a while, after which he joined forces with the Merchants' Rubber Co., and was soon given charge of the cutting department, which he conducted with ability and success for four years. Next he entered the employ of the Miner Rubber Company at Granby, but later rejoined the Canadian Consolidated Rubber Co., being appointed assistant superintendent of the Maple Leaf factory at Port Dalhousie, Ont. He was made superintendent, and over a year ago was elevated to the responsible post of assistant manager.

New Wrinkles in the Display Line

The Owl Shoe Store, Yonge street, Toronto, of which Ed. Cook is the proprietor, has effected several noticeable improvements in both artificial lighting and interior display. A system of new nitrogen electric lamps in frosted shades has been installed adding to the brilliancy of the interior. The space between the ledge and the floor has been, by means of tinted beaver board, divided into compartments with glass front. Every alternate compartment, which is triangular in shape, has facilities for showing an individual pair of shoes or something in the findings line, and back of the exhibit is an electric light. On the glass front in the intervening spaces is suitable reading matter calling attention to the leading styles offered, the foot service department of the store and the orthopedic appliances. Dr. John Tilson has recently taken charge of the chiropodic branch and has neatly fitted up parlors on the first floor. The new display and lighting arrangements between the ledge and floor add much to the attractiveness of the Owl Shoe Shop, which is also making use of some very classy show cards of yellow board with appropriate pictures, in colors and otherwise, clipped from magazines, illustrating athletic events, the latest in fashionable apparel, etc. These are pasted on the cards with good effect and then the lettering and borders, which are neatly executed, drive home a selling point in each case. The illustrated cards are changed every week and impart much to the interest and striking character of the window displays.

Many Fresh Uses for Rubber

Improved and cheapened methods of manufacture are likely to bring about an enormously increased demand for rubber. Such a cheapening in the art of manufacturing rubber goods will doubtless ultimately result in everybody possessing a waterproof coat and durable galoshes and it is more than probable that rubber soles will ultimately be turned out to last as long as leather ones and be equally agreeable in use. Furthermore, the rubber sponge, which can be made in every size, shape and degree of hardness, is likely to prove a successful competitor of the ordinary bath sponge, it having one great advantage over the latter, the fact that it can be thoroughly sterilized. A reduction in price is also sure to bring about a greater demand for tennis balls, golf balls and footballs, as under such circumstances our athletes will no longer content themselves with using old balls for practice, as is now generally the case. It will probably also not be long before rubber mosaic floors will be generally used in houses, as they are now on board the latest ships; more especially is the flooring admirably adapted for the requirements of the bathrooms, where it is vastly preferable to the cold cement and wood now generally in use. Furthermore, both the hoofs of our horses and our own ears would be greatly spared if the streets of our great towns were paved with rubber, and there is no reason why we should not also live to see this. The whole question is merely a matter of price and organization.

Sold \$9 Pair of Shoes and Won \$25

A prize of twenty-five dollars to the person who wrote the best story of how the in-stock department of the firm, known as department five, had helped him was recently offered by the Stetson Shoe Co., of South Weymouth, Mass. There were a large number of entries and the award was carried off by Alfred J. Chessum, who is in charge of the men's department of the Regal Shoe Store, Toronto. "Stet," a bright publication issued by the company holding the competition, contains the story of Mr. Chessum, and in announc-

ing the result compliments the winner on the excellence of his effort and says they are particularly pleased to award a prize in the territory of a friendly neighbor, John Bull. Mr. Chessum succeeded in selling to a well dressed man who had never been able to get a pair of shoes to fit him unless they were made to order, a patent button boot retailing at nine dollars, as the caller wanted a particular pair for a special occasion. The chap had a lump as big as a walnut on his joint and a 10C, which was tried on, was too short. Learning the price he said it was too high and "to take them off, as he could get a pair made to order for much less than that." The salesman agreed that he could get a pair made for less money but pointed out to his customer that he would have to sacrifice a good deal in style and then would not be getting what he wanted. "Well," adds Mr. Chessum in relating the instance, "my caller who had tried on the shoe still thought the price too high, but was willing to try on the other shoe. As soon as he stood up I could see trouble ahead, for I could read the signs in his face. "That is too short," he said. "I suggested trying a longer one, and—oh, what is the use, we have all been there before—we were out of the longer size. Now the fat was in the fire. I tried fitting other shoes on him, but there was nothing doing. When he found that I had not his size he wanted that shoe or none. Then I thought of the in-stock department, looked up the list of stock shoes and thought I could still see a vision of nine bills coming my way. I explained the system to my customer and offered to send for a pair that would fit. He was very dubious about the idea at first until I assured him that he need not take them if they were not perfectly satisfactory. So I measured his foot for a 10½B. He wanted the shoes for the next Saturday. I sent in the order and along came the shoes. They arrived on time, fitted him well and he was more than pleased. Yes, I got his nine dollars all right, and another one along with them for a pair of shoe trees. I thus turned a dire pessimist into a confirmed optimist."

Repairer Has More Business

The shoe repair man feels the effect of the war, but to a much smaller degree than the manufacturer, it appears, for which the repair man has cause to rejoice. The repair man is not dependent on foreign customers, he is not bothered by delayed shipments, danger to his shipments or such things that cause the shoe manufacturer to wear a worried expression and let out calamity yells frequently, says the Shoe Repairer and Dealer.

Of course, Mr. Repairer must pay for the expense of the awful war in the higher cost of living, along with the general public, but as most of the value of his output consists in labor, the effect is slow. The price of sole leather has gone up two cents a pound, and upper leather is climbing in proportion, but the repairer does not use hundreds of pounds and tons of leather except in a very long period of time, consequently the extra two cents or so does not amount to a large outlay all at once. The advance in talcum powder, in brushes, chemicals, rubber, rubber cement, shellac and dyestuffs is slight and the quantity used in repairing too small to be noticed at present.

The price of shoes has gone up and with the general advance in the cost of living people have had their shoes repaired instead of buying new ones. This has been noticeable in a general dullness in the shoe trade, but the repairer has had more business than ever before. So why should he worry about the war? If the price of leather should become exorbitant, the repairer can easily charge a slight increase for repair work, but this does not appear necessary at present, nor may it be so for some time.

Newsy Jottings From Quebec

O. Goulet, shoe manufacturer, was in Ottawa last week on business.

Geo. A. Slater, Maisonneuve, was in Quebec recently on a business trip.

Jos. Gagnon has been appointed chief accountant in the factory of Louis Gauthier Co.

Arthur Hamel is taking charge of the sole leather room of E. Tremblay, shoe manufacturer.

A. E. Marois, of Tourigny & Marois, has returned from an extended trip to the New England States.

L. Blondeau, foreman of the cutting room of Lachance & Tanguay, has returned to the city after spending the summer at his cottage at Lorette, Que.

E. A. Jones, of Brockton, Mass., was in Quebec on his annual visit last week. He took several good orders for inks and dressings from the shoe factories.

C. Tremblay, of Montmorency Falls, has installed a Progressive shoe repair outfit, making the third one of this kind which has been put in successful operation in this vicinity.

F. Gauvreau, formerly foreman in the cutting room of the McKeen shoe factory, has been appointed manager of the La Cie des Cuirs et Chaussures de Plessisville, Plessisville, Que.

Many friends of Mr. Blouin, shoe dealer, are congratulating him on his recent marriage. Mr. Blouin and bride, have returned, after a wedding trip to Toronto, Niagara Falls and other points.

The shoe factory of Marier & Trudel, which was partially destroyed by fire three weeks ago, is being repaired. Thirty men are working at the job in order to complete the structure as soon as possible.

Mr. Wilson, salesman for Luc Routier, has returned from an extended trip to western points, and says that business seems to be better. He secured sufficient orders to keep the shop going for some weeks.

The shoe dealers of this city report a very active trade in findings during the time that the Canadian troops were at Valcartier Camp. There was a large demand for polishes, dubbin, laces, brushes, heel treads and various other small articles carried by the dealer.

Among the recent visitors in Montreal, were E. Brosseau, of Montreal, representing the Canadian Arrow-smith Mfg. Co., Niagara Falls; H. Hurtubise, representing the Panther Mfg. Co., of Sherbrooke; Uder Fournier, of Plessisville, Que., and E. Gosselin, of St. Casimir, Que.

Omer Guay, of J. Guay & Fils, tanners, was very much surprised last week when he and his wife were waited upon by about sixty of their friends, who congratulated them on the fifth anniversary of their marriage. The happy couple were presented with an address, accompanied by a handsome mahogany roll top desk.

Business in shoe manufacturing lines in Quebec is improving and the prospects for the future appear very bright. During the past few months three new shoe shops have opened and this city will in a short time, be in a position to manufacture and fill, not only all the orders received from jobbers, but also to meet any demands that may come from the Old Country. The Shoe Manufacturers' Association had a communication from the War Office in London, asking how many shoes they could supply per week, and the answer was that they could make 25,000 outside of the regular demand from Canada. The large call for calf leather has created a shortage in the market. The War Office has substituted side leather for calf and

call it Chrome Oil Tan. Samples have been furnished by the Robson Leather Co., Oshawa; J. Guay & Fils, and several others, who are making a specialty of colored chrome tannage. Several orders given by the War Office have been completed on time, and new ones have been placed lately, stipulating that the shoes have viscolized soles. Much business which, in the past, has been placed in Germany, for felt slippers of a cheap grade, will now go to Canadian plants. It is expected that the War will open up many other avenues for Canadian shoe manufacturing firms.

Drummond Shoe Off to Good Start

The newly organized Drummond Shoe, Limited, is now in operation in Drummondville, Que. After the fire, which practically wrecked the building of the old O. B. Shoe Co. in Drummondville, the prospect for the future manufacture of shoes in that enterprising town looked very black. The citizens, however, realizing the importance of a well-managed and prosperous shoe factory in their midst, took steps toward a reorganization of the old company. The town officials came to the aid of the project with a substantial cash bonus which was further augmented by the entry of private capital. Ovide Brouillard, M.P., who practically owned the O. B. Shoe Co., has given this new venture his entire support and is at the head of the new company.

In the person of Geo. A. Fortin, formerly superintendent of Scout Shoes, Limited, Montreal, the backers of the project secured the services of a capable and experienced manager. Mr. Fortin's first efforts were toward the remodeling of the rebuilt factory. A number of changes were made in the design such as an outside elevator shaft and an outside engine room. These and other numerous changes in inside detail left the factory with entirely free floors on every storey. The arrangement of the machines and the general plan of operations is such that there will be an absolute continuity of operations from the cutting room at the top right down to the shipping room on the ground floor. The very latest labor and time saving appliances have been installed, such as new U.S.M. neverax four-deck trucks, upon which the various parts of the shoe, when cut, are laid in an orderly manner to be thence wheeled into the adjoining stitching room.

This new device needs to be seen to be appreciated as it ensures absolute continuity of operation without any lost motion.

The power for the machinery is supplied by the town gratis, while in the engine room a complete electric light plant is being installed for the lighting of the factory. Mr. Fortin has made all arrangements for the various machines requiring heat to be heated by steam and electricity instead of gas as is usually the case, thus ensuring both additional safety and the lower insurance rate at the same time. By the same means the factory will be splendidly warmed by steam.

One outstanding feature of this factory is its situation right on the banks of the St. Francis river. Better and more healthful surroundings for workers could not be secured anywhere at any price, which fact will, without a doubt, be conducive to an esprit de corps among the staff and employes.

Mr. Fortin is manufacturing men's welts only, with special emphasis on quality rather than price. He is confining his selling efforts entirely to the jobbers and large retail accounts throughout Canada. A complete staff has already been secured and a creditable amount of orders has already been booked.

More Breezy Comment on Retail Shoe Advertising

H. Jennings, King street, Kingston, certainly should never have used that cut in his ad along with the wording, "The Ideal Shoe for Men." The illustration is that of a heavy staple and yet the ad goes on to explain that the ideal shoe for men is something with a light upper that will give splendid wear, and a good stout sole. There is not much airiness or daintiness in the shoe depicted, which is altogether too large for the space taken up by the advertiser. This cut is evidently intended for a dodger or other literature advertising standard screw or pegged goods. The shoe would be all right if the wording was "The Ideal Shoe for the Farmer or the Working Man," and then went on explaining. The present context does not balance with the heading or the heading with the context. The border is rather disjointed, and if more space had been allowed between it and the display type, a decided improvement would have been made in the appearance of the advertisement.

Cresswell's Shoe Store, St. Thomas, announce the last week of their clearing sale, and along with this is the state-

ment that they have just received 1,000 pairs of men's and boys' heavy shoes, and the ordinary observer will wonder whether this last shipment is included in the clearing sale or not. To intimate in one line that everything is being cleared out and to say in another line that 1,000 pairs have just been received might mislead the reader quite easily. It seems like mixing old and new goods. The ad is well set up, admirably displayed, and shows good balance.

The Ideal Boot and Shoe Store, of Waterloo, Que., makes a plain, business-like announcement of a great reduction sale and speaks of everything going "at cost and below cost," for thirty days only. The cuts used are clear and attractive, but are rather too large for such limited space. It would have perhaps been better to have used only one cut, at the head of the announcement.

G. A. Meloney's advertisement about "Cheer up! Cheer up! Do not worry!" is all right for a heart-to-hetrt talk,

The Ideal Shoe For Men



Something with a light upper that will give splendid wear and a good stout sole, plain or with toe cap, a pair **\$3.00**

H. Jennings, - King St

CRESSWELL'S SHOE SALE

This is our last week and we are cutting the prices so close we do not intend to carry any over for another season.

We have just received one thousand pairs of men's and boys heavy, all solid working boots at prices **\$1.75, \$2.00, \$2.50, \$2.75 and \$3.**

CRESSWELL'S
391 TALBOT ST. PHONE 899

Great Reduction Sale

Everything Going at **COST** and Below Cost For **30 DAYS** Only.



Men's, Women's and Children's Shoes at almost your own price. Call and inspect our lines of Canadian and American Shoes.

Ideal Boot and Shoe Store

Cheer Up! Cheer Up!

Don't worry about things that never happened; we need the dark clouds occasionally, so that we may appreciate the sun.

Don't let the WAR scare you, for after the smoke and din of Battle has cleared away, many will still be found standing in a Solid

Pair of Meloney's Shoes

We have them, we will always have them,

RIGHT KIND and RIGHT PRICE.

G.A. MELONEY, OPPOSITE FERRY WHARF
NORTH SYDNEY'S SHOE MAN

SAVE SHOE MONEY

BUY YOUR FOOTWEAR AT OUR ANNUAL SUMMER SALE.

Men's, Women's and Children's Shoes, Pumps and Oxfords, on sale.

A big 24 inch Suit Case **1.00** for

A big 24 inch Matting Case for **1.25**

A big 24 inch Imitation Leather Case for **1.35**

Special Discounts on Trunks.

The Big Shoe Store
J. D. McArthur
Bring Us Your Repairing.

and a bright, breezy announcement. It shows that this North Sydney man is an optimist and evidently wants to make the people feel good. His is rather an unusual type of ad and one scarcely knows what to say. It is almost as good as handing over the day's receipts to the Patriotic Fund, for if more people would talk in war time in this buoyant, encouraging strain, all would feel better, whether they had any money in their pockets or not. As a connecting link, a joyful spirit and a pair of Meloney's shoes are supposed to go hand in hand, or perhaps foot in foot.

* * * *

J. D. McArthur, of Guelph, Ont., speaks of saving shoe money at his annual summer sale, and then emphasizes certain values in his traveling goods department. In the small space at the disposal of Mr. McArthur, the ad would have appeared stronger if he had devoted it specifically to impressing upon the public the saving features rendered available by the shoe sale, or on the other hand by referring exclusively to traveling goods.

The Shoe Industry in St. John

The city of St. John, N.B., has issued a handsomely illustrated and admirably printed book of 150 pages, setting forth the shipping, industrial and commercial growth of the city. Among the splendid half-tone engravings of business, wholesale and manufacturing firms, the shoe interests are well represented. The large five storey warehouse of the Canadian Consolidated Rubber Co., which is under the direction of A. E. Massie; the six storey warehouse of Ames-Holden-McCreedy, Limited, W. M. Angus, manager; the wholesale and retail shoe establishments of Waterbury & Rising, Limited; the shoe store of Wm. Searle, a leading north end retailer; and the shoe making and repairing establishment of W. Brindle, on Union street, are shown. Among the factories are mentioned J. M. Humphrey & Co., shoes, who employ 60 hands; C. H. Peters' Sons, Limited, 80 hands; St. John Hide Co., 20 hands; A. Crowley & Co., trunks and bags; W. Brindle, shoes, and others. Altogether St. John possesses 120 manufacturing industries, employing constantly 5,500 operatives.

GREAT SALE OF BOOTS & SHOES, AT 107 KING ST. EAST.

A PUZZLE FOR ALL!



A PUZZLE FOR ALL!

A Typical Shoe Advertisement in Toronto Newspaper in 1864

□□□□□□□□□□

How shoe advertisements looked fifty years ago, when the Blachford Shoe Store, Toronto, which is now celebrating its golden jubilee, was first opened. Note that the highest price boot was then only \$4. Can you make out the picture puzzle?

A. BLACHFORD,

HAS THE LARGEST STOCK IN THE CITY, AND IS

SELLING AT VERY LOW PRICES,

CALL AND EXAMINE, BEFORE PURCHASING ELSEWHERE.

Look at the Prices:

| | | | |
|---------------------------------|--------|---|--------|
| Men's Clump Sole Kip Boots, for | \$2.50 | Women's Seal Skin, Sewed Balmorals, for | \$1.75 |
| " Double Sole, French Calf, for | 4.00 | " Pebble Balmorals, for | 1.50 |
| " Heavy Lace Boots, for | 2.25 | " Heavy Calf Laced Boots, for | 1.00 |
| " Gaiters, for | 2.00 | " Double Sole, Pebble Gaiters, for | 1.50 |
| " Brogans, for | 1.50 | " Cloth, Button, House Boots, for | 1.20 |

Also Misses', Girls' and Children's Boots and Shoes, at equally Low Prices.

REMEMBER THE ADDRESS,

107 KING STREET EAST,

TWO DOORS EAST OF CHURCH ST.

T. Hill & Son, Caxton Press, Corner King & Nelson Streets, Toronto.

SHOE NEWS IN PARAGRAPH

The Wood Shoe Co., of Vancouver, has assigned.

The shoe stock of Alf. Girard, of Montreal, has also been sold.

The assets of Alexander Labell, shoe retailer, Montreal, have been sold.

Moore & Breton have opened a new shoe repair shop in Daysland, Alta.

E. Milligan, St. James, Man., has discontinued his shoemaker's business.

Abraham Woolf, boots, shoes and repairs, Calgary, has assigned to E. A. Dagg.

H. C. Parker, of the Dominion Supply Co., Montreal, was in Toronto recently.

The assets of J. L. Saucier, shoe dealer, were sold by auction in Montreal this week.

Geo. A. Slater, of G. A. Slater Limited, Maisonneuve, Que., was in Ottawa last week.

Theo. Mayer, manufacturer of sandals, Montreal, was in Toronto last week on business.

C. H. Albee, of Ames-Holden-McCready, Limited, Montreal, was in Boston last week.

Charles Robson, of Robson Leather Co., Oshawa, Ont., was in Ottawa this week on business.

Robt. Masson, shoe dealer, of Ottawa, is spending some time on an extended visit to the West.

C. E. Lepine, recently with Tourigny & Marois, Quebec, has returned to his home in Montreal.

Belou Godbout, a well-known shoemaker of Grand Falls, N.B., died a few days ago after a long illness.

W. A. Lane, of Montreal, was in Toronto this week on a business trip calling upon the shoe factories.

Several new machinery parts have been placed in the factory of the Cimon Shoe Co., St. Jerome, Que.

A. R. Kaufmann and W. E. Wing, of the Kaufmann Rubber Co., were in Toronto this week on business.

R. B. Wanless, of Coates, Burns & Wanless, London, was in Montreal and Quebec this week for a few days.

The Hartt Boot and Shoe Co., Fredericton, N.B., are reported to be very busy on army shoe contract orders.

Rutherford Bros., Calgary, dealers in shoes, men's furnishings, etc., recently made an assignment to E. A. Dagg.

Jos. Houck, of the Crown Glove Works, Berlin, Ont., was a visitor to several Montreal leather houses this week.

W. P. Hodges, sales manager of G. A. Slater, Limited, Maisonneuve, is at present calling on the firm's customers in the East.

A. Bress, 7 Bonsecours street, Montreal, is adding the U.S.M. Co.'s latest buffing and finishing machines to his repair outfit.

W. A. Short has been appointed liquidator of the C. E. McKean Shoe Stores, Limited, Vancouver, who are in voluntary liquidation.

J. J. Ambrose, formerly with Geo. G. Gales & Co., Montreal, has accepted a position with the Lyon Shoe Store as window dresser.

E. W. C. Honen, for some time superintendent of the James Muir Co., Maisonneuve, has concluded his services with the company.

P. I. Hersey, vice-president, and L. A. Mooar treasurer, of the Regal Shoe Co., Boston, Mass., were in Toronto last week on business.

R. H. Williams & Sons, Regina, have been awarded the contract for forty pairs of felt boots at \$3.00 a pair, which

are being supplied by the city authorities to the members of the police force.

The United Shoe Machinery Company of Canada, report business as showing a marked improvement over this time a month ago.

An application will be made by the leather workers of Ottawa, to the United Brotherhood of Leather Workers, for a local charter.

W. H. Miner, of Granby, Que., and F. H. Meinzer, of Montreal, paid a visit to the Toronto branch of the Miner Rubber Co. this week.

P. A. Doig, of Fisk Limited, Montreal, has returned from a buying trip to the Boston market. While away Mr. Doig also visited New York.

Geo. Teathorn, of Wingham, who was a shoemaker by trade, going about the country in search of work, was drowned in the Saugeen River at Walkerton.

R. L. Savage, sales manager for the Jas. Muir Co., shoe manufacturers, Maisonneuve, was in Toronto, London, Hamilton and other places on business last week.

The Smardon Shoe Company, of Montreal, which was recently incorporated, will carry on business in future under the name of the Smardon Shoe Co., Limited.

J. Eveleigh & Co., trunk and bag manufacturers, Montreal, have had Ideal Clicking machines installed in their factory. The U.S.M. Co. made the installation.

Wood & Son, boot and shoe merchants, of North Vancouver, B.C., have dissolved partnership. J. F. O'C. Wood is selling his interest in the business to E. Wood.

In a fire which broke out in the Oriental Bazaar at Galt, Ont., smoke and water did considerable damage to the shoe store of F. L. Hamilton & Son, located next door.

Frank Smith, representing the John Ritchie Co., of Quebec, and John J. Lateman Shoe Manufacturing Co., New York, was in Toronto last week calling upon the trade.

Main, Limited, of Moncton, N.B., have disposed of their stock of shoes to the Moncton Footwear Co. Fred. E. Snider is head salesman and W. G. Jones, business manager.

George C. Lock, buyer for the Cut Rate American Shoe Store, Calgary, recently returned from an extended trip for his firm which included many of the largest shoe centres.

E. L. Emerson, of the Boston Last Co., Boston, recently spent a few days in Richmond, Que., the Canadian branch of the firm. Chas. Campbell, Canadian manager, was in Montreal last week.

Robert Masson, shoe retailer, Ottawa, has just installed a new and decidedly attractive front in connection with his fine store on Sparks street which is much admired and is the last word in point of construction and display.

Trade conditions in Montreal shoe factories during the past fortnight have shown considerable improvement over previous weeks. Several manufacturers state they have received some nice orders.

John G. Settle, who represents the Murray Shoe Co., London, was in Toronto last week showing a fine range of samples, the most graceful and up-to-date that has ever been turned out by the firm.

Mr. McNichol, who has been in charge of the shoe department of the Hudson Bay Co. at Vernon, B.C., has resigned and returned to Vancouver, where he will look after his interests in that city.

Rowland Hill, shoe retailer, London, Ont., has had the old front of his store on Dundas street torn out and a thoroughly modern and striking new front installed which adds much to the beauty and attractiveness of his establishment.

Richard Arscott, one of the oldest business men of London, Ont., passed away recently in his ninetieth year after a lingering illness. He had been a resident of London over sixty years and for many years conducted a tannery on

Richmond street north in that city, later disposing of the business to Hon. C. S. Hyman. Mr. Arscott is survived by six sons.

Four hundred and sixty-three pairs of boots have been donated to the Belgian Relief Fund by Daoust, Lalonde and Company, of Montreal. This is one of the largest and most appropriate gifts the Montreal branch of the fund has yet received.

A. R. Angus, of Ames-Holden-McCreedy, Limited, Montreal, was married recently to Miss A. Dupuy, daughter of H. S. Dupuy, manager of the Amherst branch of the Bank of Montreal, at Amherst, N.S. Many friends are extending congratulations.

A widely known traveler, who has been calling upon the trade for several weeks, says that Cleopatras are not taking very well and that Colonials are going to have the big call for spring with a strong demand for the panel effect pumps among the better class of trade.

A. Levy, shoe retailer, Yonge street, Toronto, has given to the Patriotic Fund \$141.60, being five per cent. of his total sales for a certain period during the past month. This is a generous donation and has been gratefully acknowledged by the committee.

Hendren Bros., shoe retailers, of Winnipeg, doing business at the corner of Portage avenue and Sherbrooke street, under the name of the Diamond Shoe Store, recently made an assignment to the Canadian Credit Men's Association. The stock and fixtures are valued at \$5,953.

Donald McIntyre, a retired shoe merchant, died recently in Seaforth from a paralytic stroke. He was in his seventy-eighth year and one of the town's earliest merchants. In religion he was a Presbyterian and in politics a Liberal. He leaves a wife and one daughter residing in Seaforth.

The directors of the Amherst Boot and Shoe Co., of Amherst, N.S., have donated \$1,000 for the different purposes and funds in connection with the present war. The company have also signified their intention of giving \$300 to the Belgian relief fund.

The dependence of the calfskin tanners upon imports from Europe is attested by U. S. Government report of imports for the seven months ended July. Of 50,274,482 pounds, valued at \$12,512,210, imported during the seven months, all but 8,029,177 pounds, valued at \$1,836,393, came from the war zone.

Jas. C. Bryant, who for the past nine years has been city salesman for F. J. Weston & Sons, wholesale shoes, Toronto, is joining the staff of the Kaufman Rubber Co., and will be attached to the Toronto office, looking after the trade in the city and vicinity. Mr. Bryant enters upon his new duties on November 1st.

A new material called "Gros-Grain" binding is being used in factories to take the place of plain binding. It gives a shoe a distinctive appearance and thus increases its value in the eyes of possible customers. It is put on the same as ordinary binding. It is cross grained and with white stripes running through it.

L. B. Hutchinson, manager of the Toronto office of the Kaufman Rubber Co., who has been in St. Michael's Hospital for the past three weeks recovering from an attack of appendicitis, is spending some time at his home in Penetanguishene. Mr. Hutchinson expects to be able to resume his duties about the middle of next month.

The John Ritchie Co., of Quebec, who are now turning out a particularly fine line of men's welts, report that they believe that gunmetals, patents and the mahogany shade of tans will be the best selling lines for spring, and orders so far received are running strong on these leathers. The demand for the recede toe is still active in the cities, but in the smaller towns they are asking the medium recede,

which is still very popular. Orders for spring are being received in fair volume, and somewhat earlier than usual, owing to the fear of advanced prices, which will have to be reckoned with later on.

W. H. Willis, shoe dealer, of Wingham, Ont., writes the *SHOE AND LEATHER JOURNAL*: "Accept my thanks for your criticism re our ad in your issue of October 1st. I notice you have used several of our ads in the past and regarding your remarks relating to them I am pleased to inform you that they have brought results."

Lynn manufacturers are showing favors to gores in shoes. They are putting gores into sides of strap pumps and oxfords, and they are concealing narrow bands of gore beneath ribbons and straps that pass over the ankles. It is claimed that the gores will make the shoes fit more smoothly around the sides and over the ankle.

J. H. Porter, late buyer and manager of the shoe department of the Robert Simpson Co., who is now establishing the J. H. Porter Shoe Stores in Toronto, will open his third new store at 974 Bloor street west, corner of Dovercourt road, on November 1st. During the past month stores have been opened at 310 Yonge street and 1346 Queen street west by Mr. Porter.

A leading city retailer in western Ontario says: "The receding toes appear to be getting more popular. Tans are moving fair in both lace and button. Medium shades are the best, with the very light and the extreme darks (only in winter waterproof weights) very quiet. Gunmetal and velours on the medium and recede toe are the bread and butter winners just now in men's shoes.

Mrs. McCully, of Elora, has disposed of her boot and shoe business to Mitchell Fasken, of Pilkington, who will take possession and open for business about the middle of October. He has leased the shop and the well-known business will continue in the old stand. Mr. Fasken is a young man well liked by everybody and many friends will wish him success in his new enterprise.

J. P. Buchanan, representing the Sardon Shoe Co., Limited, Montreal, was in Toronto last week displaying a very artistic range of spring samples in women's welts and turns. There are several pleasing models with grey suede quarters and high cuts with cloth and brocade tops. The firm are showing a full Louis leather heel with square top piece which is the last word in pedestals.

John S. Groh, former president of the Rochester Association of Traveling Shoe Salesmen, is seriously ill at his home in Rochester and his life is despaired of. Mr. Groh returned two weeks ago from Canada, where he was selling shoes for the Krippendorf-Dittman Co., and he has not left his house since. A counsel of physicians held last week showed a serious affection of the heart.

A despatch from St. Louis, Mo., says: "A large shoe manufacturing company with headquarters here has been asked by the French government to submit bids on shoes patterned after those now used by the French army. The firm has been negotiating with the French government for several days and the prices quoted are conditioned on quick acceptance, because of the unsettled condition of the leather market."

Messrs. Chamberlain and Anderson, representing Getty & Scott, Limited, of Galt, are spending a couple of weeks in Toronto showing a fine range of spring samples, which is the most comprehensive ever turned out by the firm. A new recede stage last with a short vamp and spool heel, carrying a patent or dull forepart and fawn or grey cloth quarters, is among the many new things which are being featured.

One hundred and seventy-eight pairs of larrigans were shipped by MacKenzie, Crowe & Co., of Bridgetown, N.S., for the Belgian Relief Contribution. Sixty pairs of men's

sizes were very generously donated by the firm, ninety-four pairs were purchased from them at greatly reduced prices with the proceeds of the patriotic concert given recently and twenty-four pairs were bought by Bishop & Charlton from one night's receipts at the Primrose Theatre.

An attractive display which was witnessed by many pedestrians in Brockville, Ont., was made in the window of E. J. Kelly's shoe store. A live black squirrel scampering through maple leaves strewn on the floor of the window and hiding behind a stump suggested a scene from the woods. Above this was the word "Thanksgiving" lettered with ears of corn. There was also displayed many new pretty designs in footwear, and several attractive club bags and valises were shown.

F. Blouin, who suffered in a recent fire in Quebec, reports that the manufacturing department of rawhide fibre counters will be restored in a few days on the floor which had been affected only by water. Work has already been resumed. All machinery in the building will be driven with electric motors until the steam plant is again fully equipped. Mr. Blouin has removed his offices temporarily

to another part of the building, and is filling orders which come to hand.

Many retailers are using the products of the field and garden for making effective fall window displays and corn, grain, vegetables, apples, pears and autumn leaves have been employed to good advantage and in a variety of pleasing arrangements. The possibilities of such a window, are many, especially when accompanied by neat and appropriate show cards such as "The Harvest of Good Shoes," "The Fruits of Fall Fashion," "A Generous Yield in Values," "A Fine Crop of Footwear," "Gathering in the Bargain Sheaves."

The retail shoe business throughout the country is fair and would appear to be better in the small centres than in some of the large cities. Cold, damp weather would give a lively impetus to the trade. In the better class of footwear men are buying recede and moderate toes in dull calf and tan mahogany, which is having quite a call. A number of button boots for men are also selling. In women's footwear patent leather is having an almost exclusive call. Grey and fawn tops are very popular in Toronto as well as brocade,



HISTORIC SHOE HOUSE IN NEW ATTIRE

The historic shoe house founded in Kingston, Ont., over sixty years ago by the late Alex. Sutherland, and now conducted by J. H. Sutherland and Bro., has been doing business over forty years in the one stand on Princess street. Recently the establishment has undergone a decided change and an artistic and handsome new front has been installed. The accompanying illustration affords some idea of its attractive appearance and trade pulling character.

The entrance is tiled with hexagon ceramic tile with colored, ornamental border, and the firm name woven therein. The bulkheads of the windows are a light brown Tennessee marble with a base of dark brown Tennessee. The plate glass is held in all metal sash, which provide perfect ventilation and drainage of the show windows. The sash is so arranged that circulation can be shut off from the window during the summer time, enabling Mr. Sutherland to keep all goods on display free from damage due to dust. In the winter time the sash is so arranged that a heavy current of cold, dry air can pass into the interior of

the show windows close to the plate glass, thus eliminating to a small degree the possibility of frosting. The back of the two windows is made up of mahogany frames which have set in them bevel plate mirrors. This backing extends up six feet from the floor and from that to the ceiling is art glass worked up in Queen Ann design. The flooring of the windows is of quarter-cut oak with inlaid parquetry border. The transom is filled with Castile prismatic glass which throws light back into the store with the highest possible efficiency.

The name of the firm is worked in prism with brown art glass upon a field of white cathedral glass. The effect is very pleasing, particularly at night when the lights of the store are on and shine through the letters. The door is of heavy mahogany with suitable massive bronze hardware. The side columns, sill, transom bar, and all jambs are of solid copper finish with attractive dark brown statuary color. The whole exterior is of a most up-to-date and harmonious character, and was designed and installed by the Kawneer Manufacturing Co., of Guelph,

while the new stage effect last and square French toe with shorter vamp are finding favor with some female wearers, and are said to be fine fitters.

A factory for manufacturing mohair and leather laces is likely to be established very shortly in London by a leading English firm of tanners and curriers in an effort to secure a share of the trade which the Dominion formerly gave Germany. Two of the directors of the company will arrive in Canada in a few days. It is said that the new industry will employ about fifty men and one hundred girls. No bonus or special inducement is asked from London. Premises will be engaged this fall and a new factory erected in the spring.

The Cobourg Felt Co., Limited, whose new factory in that town is equipped with up-to-the-minute machinery, and has an experienced staff of felt makers and felt manufacturers, will make all lines of men's, boys' and youths', as well as women's, misses', children's and infants' felt footwear. Their representatives will shortly call upon the trade to show some of the finest ranges of samples ever opened in the Dominion, containing several new lines that have never been offered in Canada, but have made a big hit in the United States.

Inspector Guise, while being shown a crack in the wall of the Maple Leaf factory at Port Dalhousie, Ont., recently slipped from the piling and fell into the swift-moving water of the raceway. After being submerged for fully a minute, his hand was seen by I. W. Kuehner, the superintendent, who seized it and towed the inspector to the side and held his head above water until assistance arrived. The inspector was resuscitated in the office, whereupon the superintendent went into a swoon. Mr. Guise is 225 pounds in weight, Mr. Kuehner is small in stature.

Clark Bros., St. Stephen, N.B., whose factory was recently destroyed by fire, say that the blaze apparently started from a kerosene heater attached to the Goodyear stitcher. It was necessary to have this heater lighted up by the watchman about an hour before the help started to work in the morning, in order to have the machine in proper working condition, and this undoubtedly was the cause of the blaze. The firm's insurance was something like \$28,000, which by no means covers their loss. Clark Bros. are now making arrangements to carry on manufacturing.

One of the interesting features in connection with the war is that the Cook-Fitzgerald Co., London, have selected martial names for their new spring lines, the three receding toe lasts being known as the Bullet, the Torpedo and the Allies, while a medium high toe is known as the Battle, and then there is a new straight last called the Victory. The company have also taken the initiative in stamping on the shank of their shoes "Made in Canada" and report that this feature has met with much appreciation on the part of a number of retailers. Each representative of the company, which recently made a liberal contribution to the Canadian Patriotic Fund, decorates his sample rooms with the Union Jack and has upon the walls pictures of the British Bulldog and other loyal, emblematic illustrations.

The American-British-Canadian Distributors, Toronto, have several men on the road this season who all report good business. Alf. Winn is covering northern and eastern Ontario; H. A. Beatty looks after western Ontario; A. S. Many, Quebec and the Maritime Provinces, and Geo. Owens, Port Arthur to Winnipeg. V. Sokoloff, formerly with the Slater Shoe Company, has been appointed accountant and credit man with the A. B. C. Distributors, who are this season handling the 'Trot-Moc, "Back to Nature" footwear made by the Ashby-Crawford Co., of Marlboro, Mass., women's lines, made by the John Strootman Shoe Co., Buffalo, and range of slippers and pumps made by the

Nathan D. Dodge Shoe Manufacturing Co., Newburyport, Mass., as well as a line of children's shoes manufactured by the Milton Shoe Co., of Milton, New Hampshire.

BIG ORDERS GIVEN FOR ARMY BOOTS

A further order has been given by the Government at Ottawa for 100,000 pairs of ankle boots, to be constructed in the same manner as was stipulated in previous contracts given for the same shoe. The Government will pay approximately the same figure as formerly, which is about \$3.90 per pair. It is reported that the last order has been distributed among the Murray Shoe Co., London; Cook-Fitzgerald Co., London; E. T. Wright & Co., St. Thomas; Aylmer Shoe Co., Aylmer; Regal Shoe Co., Toronto; John McPherson Co., Hamilton; Williams Shoe Co., Brampton; Valentine & Martin, Waterloo, and other Ontario firms. It is also understood that the Department of Militia, Ottawa, has sent several samples recently submitted by Canadian manufacturers, to the War Office in London, and that after a selection is made the British authorities will place orders in Canada for 200,000 pairs. This may be increased eventually to a million pairs if the war keeps up and satisfactory shoes and prompt delivery are made for the Imperial forces. It is expected an official of the British Government will be in Canada shortly to look after the placing of the order. Among the Canadian firms who have already filled orders for the Canadian Government other than those already mentioned are Ames-Holden-McCreedy, Limited, Montreal; Tetrault Shoe Manufacturing Co., Montreal; Slater Shoe Co., Montreal; Hartt Boot and Shoe Co., Fredericton, N.B.; Louis Gauthier Co., Quebec; Amherst Boot and Shoe Co., Amherst, N.S.; Relindo Shoe Co., Toronto, and others.

The large orders on short time contracts that France has placed in England for boots for its soldiers bears out the report that the footwear of the French went to pieces early in the campaign. One order alone has been placed at Northampton for the delivery of 100,000 pairs to France before October 25th, and the first shipment has already been made. The short time limit of these contracts shows how imperative is the need. Altogether the war has caused an artificial manufacturing boom in Birmingham, Sheffield, Leeds and throughout the Kingdom. Where there were formerly hosts of unemployed, factories are running night and day on military supplies.

A despatch from Halifax, N.S., says over one-quarter of the boots shipped to the Halifax Militia Regiment a little over a month ago, have been condemned as absolutely unfit for use, and during the heavy rains, hundreds of local militia men on duty were compelled to walk in footwear without any soles. The boot question is the most serious that has arisen in connection with the mobilization of the Canadian forces. The Halifax Chronicle adds that one particular lot of boots proved nothing less than shoddy. Under the lightest service conditions, they went entirely to pieces, the soles pulling away completely from the uppers. In some cases the soles were cracked in two. This condition has been remedied as fast as possible and supplies of new footwear procured from Nova Scotia manufacturers. So far as tried, the Nova Scotia boots have proved excellent.

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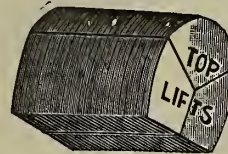
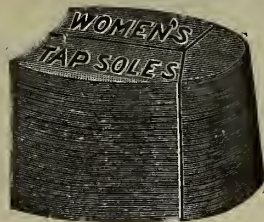
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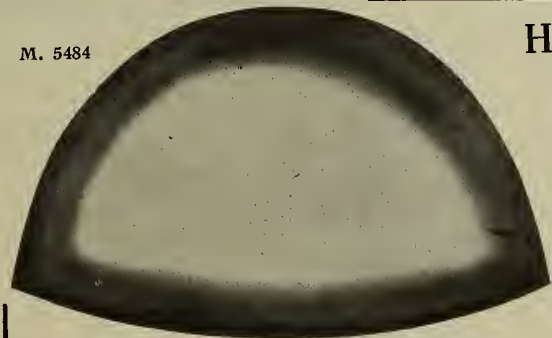
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 It is a quick, strong and clean adhesive, ready for use.
 It absolutely takes the place of high-priced cements—on all kinds of linings, cloth or leather, such as vamps, side linings, stays, sock linings, etc.
 It is flexible—when applied thin with 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 Quaker Shoe Co.

Makers of
**Men's, Boys', Youths' and
 Little Gents' Medium
 and Staple Lines**

J. E. DUPRE A. BAILLARGEON

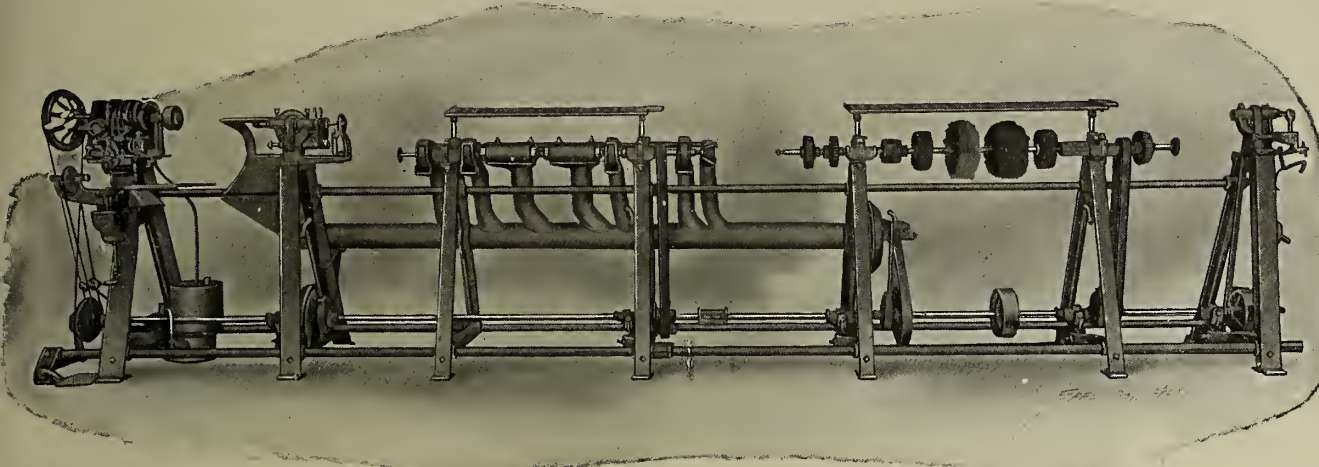
THE MONTREAL BOX TOE CO.
 ESTABLISHED 1904

MANUFACTURERS OF HIGH GRADE

Box Toes and Heels
 OF ALL KINDS

321 AIRD AVE.
 MAISONNEUVE - - - MONTREAL

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



Shield Sandal—No. 35 Last
In Patent and Dongola
Very Stylish and Neat



Gaby Pump—Last No. 53.
In Patent, Tan, Gun Metal and Cloth
Combinations.
Sure to be a strong seller.

“Business As Usual”

—this is our Motto

Our salesmen's reports show that our comprehensive spring line of samples, by their all-round excellence and comprehensive range are stimulating orders to such an extent that this motto is really justified.

There is only one reason why you cannot sell Kingsbury Shoes this coming season—that is being out of stock when they are asked for, as they certainly will be.

And if you show them to discriminating buyers, you will also sell to many women who do not ask specifically for Kingsbury Shoes, but who know a natty shoe when they see it.

Kingsbury Footwear Co.

Limited

Specialists in Ladies' Footwear
MONTREAL



Women's Patent Button, Short Receding Toe,
Scalloped Foxing, Spool Heel, Dull Calf Top.

Just the Shoe for the woman desiring something stylish and unusual. You always have a few customers of this character.

“Kingsbury”

“America's Beauty”

Sold everywhere by discriminating retailers, because they bring satisfaction and profit



Women's Button
Patent Forepart, Dull Calf Foxing, Brocade Top, Spool Heel, Small Steel Ornament



TWENTY - EIGHTH
YEAR

NOVEMBER 2,
1914

THE SHOE & LEATHER JOURNAL

PUBLISHED TWICE A MONTH

In This Issue

Do Not Be Profit Shy on the Shoes
That You Sell

Can Young Man Start in Retail Shoe
Business on \$1,000 ?

Do You Know Where You Stand at
the Close of Each Day ?

How to Put Personality Into Your
Footwear Department

Spending Money to Best Advantage
on Window Displays

ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL



“ BUSINESS AS USUAL ”



Women's Gun Metal Colonial,
Price, \$2.70, made also in Pat-
ent Leather, Price, \$2.70

The Virginia Shoe (Goodyear Welt)

UNQUESTIONABLY

The BEST \$4.00 Retail Proposition on the Market



New Short Vamp Last. Women's
Gun Metal Button, Cloth Top (or
Dull Calf,) Spool Heel, same line
with Patent Vamp, Price, \$2.85.

The line of samples
now being shown by
our traveling repre-
sentatives is well
worth your inspec-
tion.

See Our
KUSHION
KUMFORT
Line (Welt) at
\$2.85



Women's Patent Vamp, Button, Spool
Heel, Fancy Black Brocade or Craven-
ette Quarter, same line with Gun
Metal Vamp, Price, \$2.85

Perth Shoe Company, Limited

Manufacturers of Women's Goodyear Welts
Exclusively.

PERTH -:- ONTARIO



THESE TWO LASTS

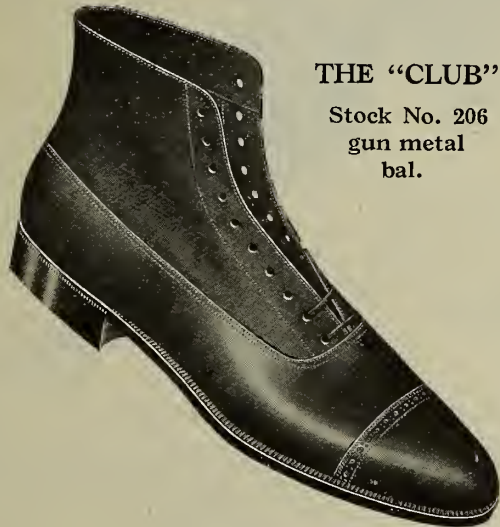
Will solve your problem for immediate needs

IN-STOCK AT ST. THOMAS

READY FOR INSTANT SHIPMENT



"GOINSUM"
Stock No. 201
gun metal
blucher



THE "CLUB"
Stock No. 206
gun metal
bal.

E. T. WRIGHT & CO., Inc.,
St. Thomas, Ont.

DATE _____

GENTLEMEN:—Please ship us via _____
the sizes checked below _____

**Use
This
Coupon
To-Day**

| LOT No. | WIDTH | 5 | 5½ | 6 | 6½ | 7 | 7½ | 8 | 8½ | 9 | 9½ | 10 | 10½ |
|---------|-------|---|----|---|----|---|----|---|----|---|----|----|-----|
| 201 | D | | | | | | | | | | | | |
| 206 | D | | | | | | | | | | | | |
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Firm _____
City _____ Province _____

Every size you mark makes a happy customer and profitable sale for you. Try it NOW.

SEND FOR THE NEW IN-STOCK CATALOGUE

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



No. 9106

The "CLASSIC" Shoe

for

Women and Growing Girls

The following is a list of the lines carried in stock together with description and prices

TERMS: Net 60 days or 2% 10 days from shipment.

| Sample No. | Description | Last | Price |
|-------------------|---|------------|--------|
| 901—Wos. pat. | butt, plain tip, black cloth top, C & D | .900 Welt | \$3.00 |
| 912—Wos. pat. | butt, pat. tip, black cloth top, C & D | .902 Welt | 3.35 |
| 985—Wos. pat. | butt, pat. tip, dull top, C & D | .901 Welt | 3.00 |
| 986—Wos. G.M. | butt, self tip, dull top, C & D | .901 Welt | 3.00 |
| 987—Wos. Kid | butt, pat tip, dull top, D & E | .901 Welt | 2.85 |
| 988—Wos. pat. | butt, pat. tip, black cloth top, D | .901 Welt | 3.00 |
| 996—Wos. pat. | butt, pat. tip, dull top, C & D | .902 Welt | 3.00 |
| 9106—Wos. pat. | butt, plain tip, black cloth top, D | .905 Welt | 3.00 |
| 9107—Wos. pat. | butt, pat. tip, dull top, D | .905 Welt | 3.00 |
| 9108—Wos. pat. | butt, plain tip, black cloth top, D | .900 Welt | 3.00 |
| 9109—Wos. pat. | butt, pat. tip, dull top, D | .901 Welt | 3.00 |
| 9113—Wos. kid | butt, self tip, kid top, D | .901 Welt | 2.85 |
| 800—G. Girls pat. | butt, pat. tip, dull top, D | .950 McKay | 2.65 |
| 801—G. Girls pat. | blu. pat. tip, dull top, D | .950 McKay | 2.65 |
| 802—G. Girls G.M. | butt, self tip, dull top, D | .950 McKay | 2.65 |
| 803—G. Girls G.M. | blu., self tip, dull top, D | .950 McKay | 2.65 |
| 831—G. Girls G.M. | butt, self tip, dull top, D | .964 McKay | 2.65 |
| 833—G. Girls pat. | butt, pat. tip, black cloth tip, D | .964 McKay | 2.65 |
| 829—G. Girls kid | butt, pat. tip, kid top, D | .964 McKay | 2.50 |

Don't fail to see the "Classic" man's samples when he calls.

GETTY & SCOTT Limited

GALT, ONT.

THE "CLASSIC" SHOE

for

Misses and Children, Youths and Little Gents

THE FOLLOWING LINES CARRIED IN STOCK

TERMS: Net 60 days or 2% 10 days from shipment.



No. 105



No. 2120



No. 4071

| Sample | Description | Last | Price |
|--------|-------------------------------------|-----------|--------|
| 105 | Inf. Pat., Butt, Dull Top, 100 Turn | 136 McKay | \$1.00 |
| 205 | Chds. " " " " " " | " " " | 1.20 |
| 106 | Inf. " Bluc. " " " " | " " " | 1.00 |
| 206 | Chds. " " " " " " | " " " | 1.20 |

| Sample | Description | Last | Price |
|--------|----------------------|----------|-------|
| 1120 | Inf. Kid Butt. | 100 Turn | \$.75 |
| 2120 | Chds. " " " " | " " " | 1.00 |
| 1119 | Inf. " Bluc. " " " " | " " " | .75 |
| 2119 | Chds. " " " " " " | " " " | 1.00 |

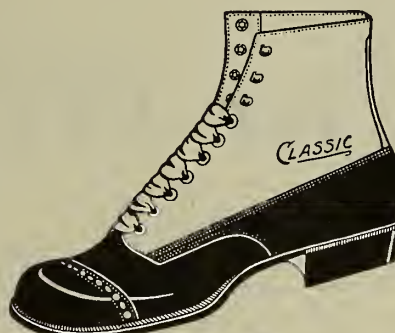
| Sample | Description | Last | Price |
|--------|--------------------------|-----------|--------|
| 4071 | Miss. Kid Butt, Dull Top | 136 McKay | \$1.75 |
| 3071 | Girls " " " " " " | " " " | 1.45 |
| 2071 | Chds. " " " " " " | " " " | 1.25 |
| 4166 | Miss. " Bluc. " " " " | " " " | 1.75 |
| 3166 | Girls " " " " " " | " " " | 1.45 |
| 2166 | Chds. " " " " " " | " " " | 1.25 |



No. 4163



No. 4167



No. 520

| Sample | Description | Last | Price |
|--------|----------------------|-----------|--------|
| 4163 | Miss. G.M. Butt. | 136 McKay | \$1.90 |
| 3163 | Girls " " " " " " | " " " | 1.55 |
| 2163 | Chds. " " " " " " | " " " | 1.30 |
| 4169 | Miss. " Blu. " " " " | " " " | 1.90 |
| 3169 | Girls " " " " " " | " " " | 1.55 |
| 2169 | Chds. " " " " " " | " " " | 1.30 |

| Sample | Description | Last | Price |
|--------|-----------------------------|-----------|--------|
| 4190 | Miss. Pat. Bt. Blk. Cl. Top | 136 McKay | \$1.90 |
| 3190 | Girls " " " " " " | " " " | 1.55 |
| 2190 | Chds. " " " " " " | " " " | 1.30 |
| 4167 | Miss. Pat. Blu. Dull Top | " " " | 1.90 |
| 3167 | Girls " " " " " " | " " " | 1.55 |
| 2167 | Chds. " " " " " " | " " " | 1.30 |

| Sample | Description | Last | Price |
|--------|--------------------------|----------|--------|
| 520 | Lads Pat. Blu., Dull Top | 60 McKay | \$1.30 |
| 620 | Gents " " " " " " | " " " | 1.55 |
| 720 | Youths " " " " " " | " " " | 2.00 |
| 521 | Lads G.M. Blu. | " " " | 1.30 |
| 621 | Gents " " " " " " | " " " | 1.55 |
| 721 | Youths " " " " " " | " " " | 2.00 |
| 526 | Lads " Butt | " " " | 1.30 |
| 626 | Gents " " " " " " | " " " | 1.55 |
| 726 | Youths " " " " " " | " " " | 2.00 |
| 527 | Lads Pat. Butt, Dull Top | " " " | 1.30 |
| 627 | Gents " " " " " " | " " " | 1.55 |
| 727 | Youths " " " " " " | " " " | 2.00 |

GETTY & SCOTT Limited

GALT, ONT.



We want your placing order and can guarantee prompt delivery of all orders booked before December 31st for

“LIFE-BUOY”
TENNIS & OUTING
SHOES
for 1915 Spring delivery

Owing to the special care that can be devoted to your order at the present time, we would strongly urge your arranging NOW for your Spring requirements.

Our representative will call on you in ample time for you to procure the benefit of the present Placing Prices and we trust you will reserve your order for him and again place for LIFE-BUOYS.

Our Samples contain several New Lines that will interest you.

THE KAUFMAN RUBBER CO., LIMITED
 Head Office and Factory: **BERLIN, Canada**

VANCOUVER, EDMONTON, SASKATOON, WINNIPEG, LONDON, TORONTO,
 OTTAWA, MONTREAL, FREDERICTON, TRURO, CHARLOTTETOWN





“London Fox” Model

¶ This new “London Fox” Model is just another reminder that you can always find the very latest styles in shoedom, represented in our varied range of samples.

¶ This model is in demand by women who desire a touch of the exclusive in their footwear.

J. & T. BELL, LIMITED

MONTREAL, CANADA

Makers of High Grade Footwear

and

Sole Makers of the Dr. A. Reed Cushion Shoe

“The Easiest Shoe on Earth.”

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



This Trade-mark is on every one of our shoes. It stands for quality shoemaking and AN ALL-ROUND SQUARE DEAL.

Our Men's Welt Is a *Quality* Shoe

Because our *entire* time and attention is given to the making of this one shoe. Every employe in our factory is a men's welt specialist, with nothing to distract his attention from MEN'S WELTS. This means high-class shoemaking.

Our factory is equipped anew with every modern machine and convenience to make the highest class of men's shoes. Our overhead expenses are *cut to the bone*, therefore, in buying shoes from us, you are paying for the actual quality *in the shoe*, not "paying the piper for mismanagement."

Up to a Standard
not
Down to a Price

is our motto and we intend to turn our attention to *quality shoemaking*, rather than to quantity turnout at a price. Nevertheless, you will find our prices the lowest possible consistent with the materials and workmanship we put into these shoes.

We want every jobber and large retail shoe house to get in touch with us for prices and samples. Excellent service and delivery guaranteed.

DRUMMOND SHOE
LIMITED

Drummondville

Geo. A. Fortin, General Manager

P.Q.



Our "SWELL" Last. Not the best last we have, but a fair sample of our skilled shoemaking

Kant Krack

*Rubbers
of Distinction*

Dainty Mode

Sorting Orders Now?

If you are one of the many merchants handling INDEPENDENT RUBBERS, this will remind you of our ability to give you the promptest delivery on all sorting orders.



And if you are one of the minority, who are not handling them, this is to suggest that you fill up your depleted stock with a line that is a proved winner.

INDEPENDENT RUBBERS are always smart in style, true fitting, and of the superb quality that makes friends for every dealer who sells them.

Order from any of the selling agencies listed below

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. |
| White Shoe Co. | - - - - - | 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 | - - - - - | Montreal, Que. |





Buying "Made-In-Canada" Shoes Is Profitable Patriotism

You not only have the satisfaction of knowing that your money stays in Canada to benefit Canadian industry and workmen, but you buy shoes that are equal and, in most cases, superior to the imported product.

Furthermore, buy from AMES-HOLDEN-McCREADY, because you can secure every kind of footwear you desire from the one house. Three immense specialized factories are at your service. And our In-Stock department carries a full range, ready to ship at a moment's notice.

BUY NOW, because shoes will never be as cheap again as they are at present.

Travelers are now out with the best range of Samples we have ever shown

Ames=Holden=McCready, Limited

MONTREAL

ST. JOHN

TORONTO

WINNIPEG

CALGARY

EDMONTON

VANCOUVER



Cash In On The
 “Made-in-Canada”
 Cry Now Sweeping
 Over Canada

Leader
 Brand Shoes
 at \$4.00
 Will Make
 You Both
 Money and
 Friends

YOU can do this in two ways—
 first, by selling more shoes
 to a sympathetic public using
 the Made-in-Canada argument—
 second, by selling Corbeil Shoes
 that are reasonable in price and
 that give you an excellent profit.

Where can you duplicate lines
 selling at \$4.00, or even \$5.00,
 for which you pay only \$2.60,
 \$2.70 and \$2.85?

Put the money in your pocket
 that you have hitherto been pay-
 ing to the Customs House.

Let us give you further information.

Corbeil Limited

Manufacturers of Welt and McKay Shoes to
 Retail at \$3.00, \$3.50, \$4.00 and \$5.00. Special-
 ists in Men's, Boys', Youths', and Little Gents'.

MONTREAL

Warehouse and Factory:
 63-71½ St. Paul St.

Offices:
 71 St. Paul St.



A. CORBEIL
President



YOU will never see any shoe in the Corbeil line that is not strictly up-to-date in both style, finish, appearance and quality.

Our Spring 1915 line is an excellent proof of this statement.

15 new lasts comprising Receding Toes, Medium Toes, Modified High Toes, London Toes, and other popular models are included in this range.

You will also find therein many staple lines whose popularity seems to be increasing every day.

The Best
Line of
Corbeil
Shoes We
Have Ever
Shown for
Spring.
15 New
Lasts.

Corbeil Limited

Manufacturers of Welt and McKay Shoes to
Retail at \$3.00, \$3.50, \$4.00 and \$5.00. Special-
ists in Men's, Boys', Youths', and Little Gents'.

MONTREAL

Warehouse and Factory:
63-71½ St. Paul St.

Offices:
71 St. Paul St.

MR. RETAILER

- ¶ When Johnny comes marching home he'll probably wear our shoes!
- ¶ We've made thousands of pairs for the gallant Soldier Boys!
- ¶ If they're good enough for them they should be good enough for you!
- ¶ ASTORIA, LIBERTY and TECUMSEH BRANDS—
Made - in - Canada and guaranteed.

The Cook-FitzGerald Co., Limited

LONDON

MAKERS *of* FINE SHOES *for* MEN EXCLUSIVELY

A Line of Certainties:-



“LIPTON”

“Monarch”

“Brandon”

“Dr. Brandon”

Cushion Shoe

□
Made
in
Canada



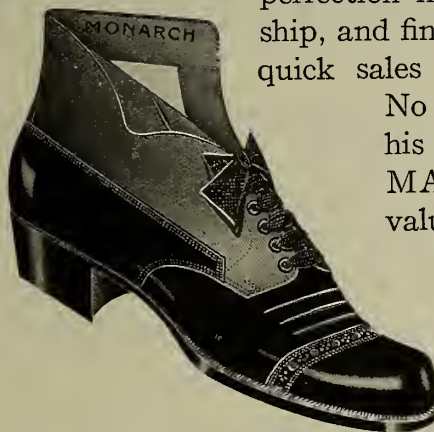
“CLUB”

You can bank
on our
21 days' service

All rush and mail orders filled in 21 days—guaranteed. This service enables you to plan ahead with the absolute certainty of never having your plan upset by non-delivery.

The dealer who stocks these branded lines, takes no chances with his capital. Their smart, thoroughly up-to-date style, their perfection in material, workmanship, and finish, combine to assure quick sales at expected profits.

No dealer need ever cut his price on BRANDON MADE SHOES—the value is there and proves itself in actual wear.



“REO”

Always
See the
Brandon
Man!

The
Brandon Shoe Co.
Limited

Brantford :: Ontario



“YALE”



*"Have the wanted size
when that size is wanted"*

MARSHALL FIELD

¶ A rule that was good enough for Marshall Field to cleave to is a splendid one for every shoe retailer to observe, and it is particularly applicable to the rubber footwear departments in any shoe store at this time of the year.

¶ Make a careful inventory of your stock of

Miner *and* Shefford Rubbers

and obviate the danger of being out of any desired size or style just when it is needed.

¶ Wire, phone or write your sorting requirements to our nearest selling agency, as listed below, and you will be surprised at the rapid service you will receive.

The Miner Rubber Company, Limited

GRANBY

MONTREAL

TORONTO

QUEBEC

OTTAWA

LIST OF SELLING AGENTS

Blachford, Davies & Co., Limited, 60-62 Front Street West, Toronto, Ont.
 Coates, Burns & Wanless - - - - - London, Ont.
 Dowling & Creelman - - - - - Brandon, Man.
 R. B. Griffith & Co. - - - - - Hamilton, Ont.
 J. M. Humphrey & Co. - - - - - St. John, N.B.
 J. M. Humphrey & Co. - - - - - Sydney, C.B.
 Jackson and Savage, Limited - - 78 St. Peter St., Montreal, Que.
 The Wm. A. Marsh Co., Western, Limited, 72 Princess St., Winnipeg, Man.
 The Miner Rubber Co., Limited - - 225 Queen St., Ottawa, Ont.
 The Miner Rubber Co., Limited - 21 Notre Dame St., Quebec, Que.
 The Miner Rubber Co., Limited, 146 Wellington St. West, Toronto, Ont.
 The Miner Rubber Co., Limited - - 72 St. Peter St., Montreal, Que.

**MINER
MEANS
MERIT**



Murray-Made
Derby
Cleo
■ ■
Season
Spring 1915



For your particular trade
you cannot stock finer foot-
wear than Murray-Made
and Derby for men and
Cleo for women.

They possess an individ-
uality equalled only by
their quality.

They build business.

See the Murray Shoe
man's samples.

The Murray Shoe Co., Limited
LONDON, ONT.

Montreal Branch:

FRANK J. McKENNA, Sole Agent, Read Building, St. Alexander and Jurors Streets

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.

Buy Your Stock When You Want It—Not Before

Thompson Kushion Sole Shoes for Women

Quick Sellers and Profitable

You want something extra that will appeal to a customer and save time and talk on the part of yourself or clerks.

Here it is:

A selling feature which every woman who buys shoes will want the moment you show it.

It means salvation for tender feet and almost every woman has tender feet.

It feels soft and responsive and easy under the foot, takes away the hard stiff feeling of ordinary shoes.

Merchants who have tried them out never fail to repeat their orders, and by mail. It means loss of sales and profits to wait to order from traveler.

Try a sample order and become a regular customer.

Every Pair Stamped Thompson's "Kushion Sole"

Thompson Shoe Co. Limited

36 St. Genevieve St., Montreal, Que.



ONE OF THE SHOES
Men's Patent Button
Always Carried in Stock



ONE OF THE SHOES
Women's Button Boot
Patent Gun Metal or Tan Calf



ONE OF THE SHOES
Women's Patent Colt Pump

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

F. G. CLARKE, President
C. E. CLARKE, Vice-President and Treasurer
Established 1852

Manufacturers of
SHEEPSKINS
Of all kinds

Our sheepskins have been the standard for quality and colors in Canada for over thirty years

Clarke & Clarke, Limited

General Offices & Works
Christie Street, Toronto

City Office & Warehouse
63 Bay Street, Toronto

BRANCHES
137 McGill Street, Montreal
G. S. HUBBELL, Agent
553 St. Valier Street, Quebec
RICHARD FRERES, Agent

The R. M. Beal Leather Co.

Limited

Lindsay, Ont.

MAKERS OF THE CELEBRATED

**John Bull
Larrigans
and
Leggings**

Give us a trial order and be convinced.



No. 13
14 in. leg.

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
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Men's Wear

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Prices or ask our Travelers.*



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Mr. Retailer, Don't be Profit Shy on the Shoes You Sell

On What Basis Do You Figure Your Margin?—The Right Method and the Wrong—How to Tell What the Selling Price Should Be on Every Line You Handle—Do You Know Your Percentage of Cost to Do Business?



"A bought a pair of boots for 75 cents and sells them for \$1.00, what per cent. does he make on the transaction?" asks a shoe retailer of Sydney Mines, N.S., in a letter to the SHOE AND LEATHER JOURNAL.

The answer to this is very simple.

He makes 25 per cent. on the selling price and 33½ per cent. on the cost price. Most progressive merchants nowadays figure their percentages on the selling price, which, in other words, means all the money taken in, as all expenses have to come out of what goes into the till. In the past a large number of retailers fooled themselves out of profits and some eventually out of business by calculating percentages of profit on the cost price, whereas everything should be figured on the selling price. If one starts to figure on the cost price he is apt to find himself coin shy at the end of the year. The following table may be of interest:—

| | |
|----------------------|------------------------------|
| 20% added to cost is | 16⅓% profit on selling price |
| 25% added to cost is | 20 % profit on selling price |
| 30% added to cost is | 23 % profit on selling price |
| 33% added to cost is | 25 % profit on selling price |

As exemplified in the question asked, the cost price being 75 cents, adding 33½ per cent. means 25 cents, which makes the selling price \$1.00. The 25 cents, which is the difference between the cost price and selling price, in this case, is 25 per cent. on the selling figure. To continue the table:—

| | |
|-----------------------|------------------------------|
| 35 % added to cost is | 26 % profit on selling price |
| 37½% added to cost is | 27¼% profit on selling price |
| 40 % added to cost is | 28½% profit on selling price |
| 45 % added to cost is | 31 % profit on selling price |
| 50 % added to cost is | 33½% profit on selling price |

Where the Difference Lies

It may be pointed out that many dealers to-day are deceiving themselves and being constantly cheated by incorrect figuring of profits. They do not seem to recognize the difference and what it implies between profit on cost price and profit on selling price, and it is the profit on selling price which makes things hum. Certain retailers often speak glibly of making 30, 35 and 50 per cent. Too often this per-

centage refers to the cost price and when figured out on a selling basis it is only 23, 26 and 33½ per cent. profit on the selling price. Out of the selling price profit must be deducted the expenses of doing business, such as rent, light, heat, wages, advertising, insurance, freight, express, telephone, taxes, repairs, delivery charges, etc., which in the majority of shoe businesses will be found to be from 15 to 22 or 23 per cent. on the volume of business done, or in other words, the selling price. The selling price, when it is used in a calculative sense, really means the money taken in from the sale of shoes, or in other words, that which is placed in the till, for all disbursements have to be met out of the cash received.

A merchant must take in a dollar before he can pay the wholesaler, the landlord, his clerks, his advertising, etc., and in receiving that dollar (which is the selling price of a shoe) the outlay for the various items spoken of has to be deducted.

The Profit You Should Get

A leading authority has stated that the ordinary shoe merchant, to be on the safe side, should obtain 33½ per cent. profit on all shoes retailing at \$3.00 or under, 36 per cent. profit on all shoes selling at \$4.00; 38 per cent. on all shoes selling at \$5.00; and everything above \$5.00 should run from 42 to 50 per cent., the profits mentioned herein being figured on the selling price. The profits on slippers should run 8 per cent. higher than on boots; and pumps and low cuts 5 per cent. higher. The higher profit on slippers and low cuts is made necessary because the expenses of clearing them out is greater and it is necessary to get rid of the stock at the end of each season. The foregoing figures should give an average of 33½ per cent. above the cost of depreciation and a clean-up at the end of the season. Children's shoes will stand an average profit of 33½ per cent. on the selling price or 50 per cent. on the cost price. All profit should be estimated on the selling price of shoes.

Net Profits and Expenses

The following address which was delivered a few weeks ago by E. L. Jack, a prominent credit manager of St. John, N.B., before the annual meeting of the Dominion Credit Exchange, in Toronto, explains clearly and succinctly how profits should be figured and he tells the right way and the

wrong way. It is well worth reading and preserving by shoe retailers for future reference.

"I suppose it is well to stand in the shoes of our ancestors. It was just sixty years ago, the 29th of June, 1845, to be exact, that my great grandfather, Dr. Richey, preached the dedicatory sermon at the opening of the Richmond Street Methodist Church, this city, and a month later, that of the Great St. James Methodist Church, Montreal, at that time on St. James street, but now located on St. Catherine street.

It may seem a far cry from sermons to profits, but you will recollect that the Bible has something to say on this question of profit, of good measure running over, and of other things which it might be well for us to follow. If I were permitted to take a text from the same book just mentioned, it would be: "For without controversy great is the mystery of godliness" and substitute the word "profits" for the latter, for without discussion we cannot hope to get very far in this or any other subject. We will deal solely with this question of "Net profits" and its allied one, that of Expense.

"Prof. Huxley once asked his students the following question: What is a lobster? One of them said, a lobster was a red fish which moved backwards. Huxley replied that this was a very good answer but for three things: 1st, that a lobster was not red; 2nd, it wasn't a fish, and 3rd, that it didn't move backwards. Supposing we ask ten men in business this question—What is a profit? Our replies from some of them would be somewhat on this fashion. A profit is what is left over after we have added a certain percentage to the cost of our goods and deducted our overhead expense. We shall see later how near this comes to being analogous to the lobster reply.

The Causes of Failure

"Now, gentlemen, what was the cause of their failure? Simply that they had not been figuring their profits correctly. There is no use deluding ourselves in this matter. The man or firm who is cutting prices to-day is simply committing commercial suicide. What if an answer is received to your quotation that the price is not interesting, or it is too high? Let the other fellow sell him, some day that would-be buyer of yours will find out that the lower price meant one of two things, inferior quality or mismanagement of the business. Henry Drummond tells us that there were three blind men who once asked to touch an elephant. One of them felt his trunk, another his ear, and the third his tail. They each thought they had touched the elephant, whereas it was only a part.

"Is this what we are doing to-day on this question of profits? Are we figuring that when we add 25 per cent. to our cost, we are making 15 per cent., because our cost of doing business is only 10 per cent. If so, we are wrong, my friends, and it is one of the vital nails which we need to hit on the head and drive it home fast. The man who says he is doing business to-day for 10 per cent. either wants help or is telling a lie. That man around the corner from you, who thinks he is doing business on a 10 per cent. basis, is not only going down hill very fast, but he is taking you along with him, as in nine cases out of ten you will meet his price in order to retain some valued customer or for some other reason.

"A firm down in Nova Scotia went to the wall a few years ago. For about five years previous to the crash they were putting from \$3,000 to \$7,000 on the wrong side of the profit account. When the re-organization took place one would suppose they had learned a lesson. What are the facts? Last year their audited statement showed that on a bond issue of \$500,000 and a further capital of \$1,000,000,

they made the large sum of \$12,000, and after deducting 6 per cent. interest on the bonds, they were \$18,000 in the hole. What was the reason? Either they were adding the princely sum of 10 per cent. to cost, or their overhead expenses were much greater than they had figured. I could give other instances, but the time is passing.

All Figured It Wrong

"The following question was given to 1,000 members of a certain trade in Canada and the United States a few years ago. If an article costs \$1.00 and you know your cost of doing business is 22 per cent. and you wish to make 10 per cent., what is the selling price? You will hardly believe me when I tell you that 700 answered the question wrong. The majority gave \$1.32 as the selling price, whereas the correct figure proved to be \$1.47. A great many people reason this way. Well, my article costs a dollar, so I must add (mark the word add) to this my business cost 22 per cent. and the 10 per cent. I wish to make. Gentlemen, the cost price is not a thing to be added to, but is a percentage of the selling price.

"The simplest non-technical way to arrive at the selling price in all cases is to add together all your percentages, deduct them from 100, and divide the remainder into your cost, the quotient being your selling price. I will now give you three illustrations.

WHY

Many fail in business. Because they figure their profits incorrectly.

THE RIGHT WAY

Example:

| | |
|--|--------|
| Expense of doing business is..... | 25% |
| (Figured on gross sales, i.e., selling price.) | |
| It is desired to make a profit of..... | 10% |
| (Must be figured on selling price.) | |
| Cost of an article..... | \$2.00 |
| Find the selling price. | |

Solution:

| | | | |
|--------------------------------------|---------------------|---------------|------------------------------|
| Selling Price | Expense Profit Cost | Rent | Delivery charges |
| | | Light Heat | Telephone |
| Price | Cost | Wages | Interest on Capital invested |
| | | Advertising | Depreciation on stock |
| | | Insurance | Bad debts |
| | | Freight | |
| | | Express | Extraordinary expense |
| 100% equals | | Selling Price | |
| 35% equals | | } Profit 10% | |
| | | } Expense 25% | |
| 65% (of selling price) equals..... | | Cost | |
| \$2.00 will be 65% of selling price. | | | |
| Divide \$2.00 by .65 equals \$3.08. | | | |

Answer:

Selling price should be made \$3.08.

Proof:

| | |
|-----------------------------------|--------|
| Expense 25% of \$3.08 equals..... | .77 |
| Profit 10% of 3.08 equals..... | .31 |
| Cost 65% of 3.08 equals..... | 2.00 |
| | \$3.08 |

THE WRONG WAY

| | |
|-------------------------------------|--------|
| Figuring it as 25% plus 10% or..... | \$2.70 |
| which is less than cost..... | \$2.00 |
| plus expense | .77 |
| | 2.77 |

That's why they fail.

"The following table shows the percentage of cost which must be added to effect a given percentage on profit on the sale:—

| | | | |
|-------|------------------|------|-------------------------|
| 5 % | added to cost is | 4¾% | profit on selling price |
| 7½% | added to cost is | 7 % | profit on selling price |
| 10 % | added to cost is | 9 % | profit on selling price |
| 12½% | added to cost is | 11⅞% | profit on selling price |
| 15 % | added to cost is | 13 % | profit on selling price |
| 16⅔% | added to cost is | 14¼% | profit on selling price |
| 17½% | added to cost is | 15 % | profit on selling price |
| 20 % | added to cost is | 16⅓% | profit on selling price |
| 25 % | added to cost is | 20 % | profit on selling price |
| 30 % | added to cost is | 23 % | profit on selling price |
| 33⅓% | added to cost is | 25 % | profit on selling price |
| 35 % | added to cost is | 26 % | profit on selling price |
| 45 % | added to cost is | 31 % | profit on selling price |
| 50 % | added to cost is | 33⅓% | profit on selling price |
| 55 % | added to cost is | 35½% | profit on selling price |
| 60 % | added to cost is | 37½% | profit on selling price |
| 65 % | added to cost is | 39½% | profit on selling price |
| 66⅔% | added to cost is | 40 % | profit on selling price |
| 70 % | added to cost is | 41 % | profit on selling price |
| 75 % | added to cost is | 42¾% | profit on selling price |
| 80 % | added to cost is | 44½% | profit on selling price |
| 85 % | added to cost is | 46 % | profit on selling price |
| 90 % | added to cost is | 47½% | profit on selling price |
| 100 % | added to cost is | 50 % | profit on selling price |

"The percentage of profit should always be figured on the Selling Price and not on the cost."

"If I Were a Clerk, I Would ——"

"No, I am not a knocker and I am not a pessimist," remarked a leading shoe manufacturer in discussing the efficiency of the average retail clerk. "But I am a student of conditions. My study has taught me that there is a woeful waste in the effort of the average man who is employed to sell shoes. I think it is due to the fact that the average salesman does not realize the possibilities of his job. He is content with too little and does not see the chance he has to make more. If I were a clerk in a retail shop I believe that I could earn double or triple what the average chap does to-day. There are a lot of clerks who are working for ten dollars or fifteen dollars a week and seem con-

tent. For several years I have been studying the situation and I have watched the men sell goods. I have seen them advance and I know why some have gone forward, why some have stood still, why some have left and why others have been fired. I also know that any man, who has certain qualifications, can make good money selling footwear if he will take an interest in his work.

"Interest is the first essential to good salesmanship and it seems to me that the average clerk lacks interest. He does not fix his mind on the essential features of retail success, namely, more and more profitable business to a steadily increasing number of satisfied customers. His main thought, if it can be called thought, is to get the customer's money as quickly as possible and say "Good-day" to him. A clerk to make himself of more value to his boss, should ask himself the questions—What am I here for? What am I trying to do? How can I best do it? And what will be the result? The clerk should keep his eye fixed on the man who is doing better work than he is. He should study his methods and imitate his work.

"Men do not reach advanced positions nowadays because of luck. They reach them because they go to it in the right way. If I were a clerk I would keep a record of my sales. I would compare it as nearly as I could with the records of other salesmen and, if their records were better than mine, I would not rest until I found out why. I would also keep a record of my customers' purchases—when and how they bought and when they should reasonably be expected to buy again. If they did not return at the expected time I would talk it over with the boss and see if some plan could not be evolved to bring them in. I would treat every man that I waited upon with so much consideration that I would prove by my manner a sincere desire to satisfy him, so that when he came in again he would ask for me. Tell this to a good many salesmen and they will reply, 'You are crazy; it cannot be done.' I want to say that it can be done and I know of a number of men who are doing it to-day. They have been doing it for some time and will continue to do it. These are the men who are making good. If, after a careful analysis of the situation and a sincere attempt to put my ideas into practice, I found that I was not making progress, I would change my job. There is so much inefficiency in business that the man who is efficient—the fellow who thinks intelligently and who works industriously—is absolutely bound to win out."



THE SPLENDIDLY FITTED UP AND ADMIRABLY ARRANGED SHOE DEPARTMENT OF THE HUDSON'S BAY COMPANY, CALGARY

How Much Money Do You Spend on Window Displays

Use Every Possible Advantage to Arouse Interest and Show Originality—Why Not Make a Military Display Owing to the War—Good Windows Can Only be Obtained by Thought and Attention.

How much real attention do you give your windows? What proportion of your time do they claim? How much money do you spend in display fixtures? Do you ever try the results of shoes sold from exhibiting such and such line in the window? You know all this data—or should know—when it comes to your stock, your accounts and your turn over, but you let your windows “go hang.” You may decorate them when you or your staff have time, but if you are rushed they get little thought or attention. Speaking to the writer the other day a leading shoeman in Ontario who has one of the finest store fronts in any medium sized city remarked sententiously: “I would as soon think of coming down to work and staying in the store all day with an unshaved face and a soiled collar as I would to neglect changing my window trims—at least once a week. Their importance as a builder and expander of trade cannot be over estimated. If you do not think so leave your blinds down a day or two and note the instant decline in your daily receipts.”

Magnetize your store by installing window dressings that will call forth favorable comment. Get the attention of the public towards your windows and in time your business is bound to increase.

The Sights Along the Streets

Attention begets curiosity and ultimately patronage. Pass along the business section of any city or town. Window after window is to be seen and every one will be different than the other. A few will show signs of at least some effort having been spent in their get-up. Others strike one as having been thrown together in about five minutes. Then we may possibly come to a window attractively arranged and trimmed. Do we stop? Without doubt. Like an oasis in the desert a well-trimmed window is bound to attract the passer-by and cause him to stop and look it over.

There are two kinds of window displays, good and bad. The bad windows are caused either by not enough study and attention having been given to them, or through sheer carelessness and lack of interest. The good windows are only obtained by study and attention.

A leading retailer recently had a novel display. The window was dead black with a black background in the centre of which was a red circle about two feet square, with a single light reflected upon it from behind the background. Placed in the centre of the circle was one of their new fall mahogany tan bals. on a snappy last. In the foreground on one side of the window was a large bell. A large chain ran from this to an old pair of oxfords on the other side of the

window. A small placard in the centre of the display read to the effect that the bell had rung on low-cut summer shoes and that the firm stood ready to supply patrons with the latest in fall foot-gear. These are the kind of windows that help stimulate business for the merchant, and it is to your interest that the same careful attention be given in your establishment to the displaying of footwear.

Why Not Capitalize the War

At the present time the war is first and last in the minds of the public and much time is absorbed by them in discussing and studying up on this subject. Here is an excellent chance therefore for you to keep the attention of the public focussed upon your store by showing photographs, or as some shoe merchants have already done, displaying bulletins relative to the war in your windows. A military display in conjunction with your shoes would also make a good medium with which to attract the attention of hundreds of possible customers towards your store. One successful window display will make you a firm believer in the advantages of the window as a medium for attracting business.

From now on right through the holiday season the merchant has an abundance of material with which to work. The holiday season especially will furnish a fine chance to make up some attractive window displays with very little expense. Study the displays of other merchants in your own town and other cities whenever the opportunity affords, whether in the same line or some other line. In this way many valuable hints may be gathered that will possibly come in handy in the future. If you have not the time to do this personally have one of your clerks do it for you.

See That Lighting is O.K.

A good window trim embraces many things. For one the lighting arrangement is a big point and calls for careful study. If you find you are not able to figure this out satisfactorily yourself, any lighting company will do it for you, providing they are given a chance to install these lights. Most companies of any size have men whose sole business it is to study out lighting problems in order that the merchant will receive the best results from his lamps.

Cleanliness is another big asset in the window make-up. See that the shoes and other decorations are perfectly clean. Do not allow a trim to remain in the window so long that it has a chance to become dusty. Window trims to attract more than the ordinary attention must be changed often. Above all things do not crowd a window. Much rather have too little than too much in the display.

Simplicity is, and should be, the keynote to every window get-up. Loud, stary displays may attract attention but they attract very little business.

At all times it is a good idea to remember that your window is for the purpose of displaying shoes and not a miscellaneous array of anything but shoes. Shoes should be the predominant feature and if any other article of adornment is used it should be shown so as not to overshadow the shoes.

Make your best silent salesman, the show window, do its share of the work in building up your business in the future, and the time and energy expended in doing this will never give you any cause for regret.

FINDS IT GOOD READING

I enclose \$1.00 for another year's subscription for your valuable paper **SHOE AND LEATHER JOURNAL**, which I enjoy reading, as I find so much valuable information in it.

Yours very truly,
E. S. BAILES,
c/o Dillon & Moore.

St. Catharines, Ont.

Can a Young Man Start in Retail Business on \$1,000?

Some Views of Different Manufacturers and Jobbers on the Question—Many Leading Retailers Have Started on Less—Personality Counts for Great Deal With the Wholesaler—Location and Ability are Essential.

Can a young man start in the retail shoe business to-day on a cash capital of \$1,000? This question was asked several manufacturers, jobbers and retailers the other day, after having heard the story of a prosperous shoe merchant who, after starting in the footwear game with the sum of \$475 is to-day worth many thousands of dollars.

Many young shoe clerks ask themselves this same question at some time or other, "Is \$1,000 enough capital to launch in the footwear business in a town or village, or the suburban district of a growing city?"

The consensus of opinion on the subject is that everything depends on the character and business ability of the man wishing to start, and the locality in which he opens. A Montreal jobber said: "At the present time, I would not advise any one to start in the shoe business on such a small capital, but would say rather, 'Wait a few weeks or months until the general business depression has been relieved.' However, to give my opinion as to whether a young man can succeed with a small capital, I would say it all depends on the young man himself. I know several shoe clerks to whom I would extend a more than reasonable amount of credit, should they decide to open a store on \$1,000 cash capital. On the other hand, I am also acquainted with several clerks whom I feel it would be very unsafe to trust."

Do Not Open Too Many Accounts

Another jobber stated that young men starting in business were too prone to open accounts with many jobbing houses instead of selecting one certain firm or two at most, for the first few months they are in business. "They should find a reputable jobbing house carrying a good line and rely on this firm for their stock until they can safely afford to branch out. If this one wholesaler cannot give enough variety, then two at most should be patronized. Then when the first week of the month comes around, if they have, say \$400 or \$450 to distribute between two accounts, they are more likely to get an extension of credit than if they have to distribute this small amount among several accounts. But, when a traveler calls with a line containing something new, many young men cannot resist his line of argument, and place an order where they would be much better off without this or that last, which they are told will be all the rage."

Many wholesale houses make it a rule to demand a payment of fifty per cent. on all goods purchased from them in a new account. The balance of the payment can generally be arranged to the satisfaction of both the buyer and seller. However, this does not mean that any young man with \$600 or \$700 can secure goods from any wholesaler to the extent of \$1,200 or \$1,400. After it has been established that the prospective customer has so much capital to start with, his personality, his experience, the location of his store, the nature and extent of the competition and oftentimes the manner in which he secured the money, are all taken into consideration. By personality is meant his honesty and ability. Experience does not mean only the length of time he has spent in the shoe business working for someone else, but also the matter of whether or not he has a good business education and a general knowledge of the worth and wear of shoes.

Very often the wholesaler is interested in finding out how he got the money he intends to start with. Did he make and save it dollar by dollar, or did he inherit it from some

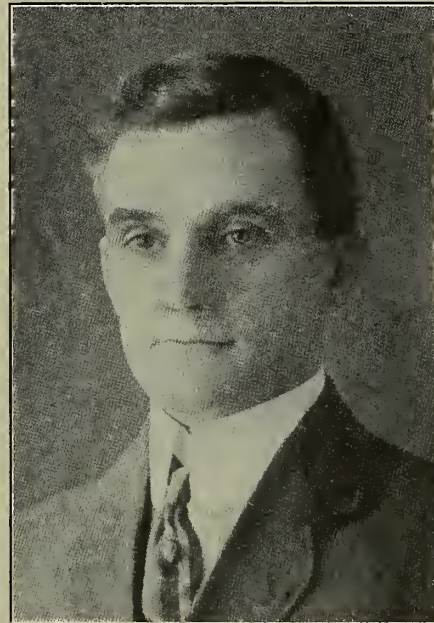
relative or other? If he has saved it he is looked upon much more favorably than if he came into a legacy, for the man who can put by \$1,000 from his salary is pretty sure to have some good ideas of the business in which he intends to enter. On the other hand, any chap can come into a legacy and still be a poor manager, or not a man of business ability.

Importance of Locality

A Toronto wholesaler commenting upon the subject pointed out the necessity of considering locality. Under ordinary conditions, he said, the man of small capital has very little chance to make good. In the newer western towns and villages many retailers have made good on much less than \$1,000. In older localities where trade is entrenched a

Twenty-Seven Years Making Rubbers

A man of energy, enterprise and initiative is Fred W. Kramer, who directs the product of the Dominion Rubber Co. plant at St. Jerome, Que., where the "Fleet Foot" sporting and outing shoes are made. Mr. Kramer took charge of the factory as superintendent a little over two years ago, and twelve months later, was made assistant



F W KRAMER, ST. JEROME, QUE.

manager. A tireless worker, he possesses executive ability and clear cut ideas. Mr. Kramer is fond of hunting and fishing and generally spends his holidays in these pastimes. A shoemaker and the son of a shoemaker, he has been linked up with the rubber game for twenty-seven years. Born in Colchester, Conn., he started to work at the age of sixteen as a boot maker with a rubber company in that city, in which his father was employed. The business changed hands several times, and Mr. Kramer was with a number of firms. In 1890 he went to Granby and had the honor of making the first ticket of boots turned out in the mill of the Granby Rubber Co., and in May 1912 he became identified with the Dominion Rubber Co. His interests have ever been those of the firm he serves.

small-capital fellow had better stay out. The jobber also said that the extension of credit depended largely upon the experience, efficiency and character of the man, and the opportunity available to him in his locality. In one town in Saskatchewan he had opened an account with a young man who had a cash capital of less than \$300. Another account was recently opened where the purchaser had even less money. Both men were reliable, careful buyers, and each had their store in a location where there was undoubtedly a splendid opportunity for the growth of a healthy shoe business. The jobber knew that both these young men would pay themselves a stated salary and live within it, where many other young fellows on going into business for themselves take undue liberties with both their cash and time. This is one of the chief reasons why so many young chaps would not make a success in the retail shoe line.

Character is Essential Element

"I don't think it is wise to encourage young men to start out with such a small amount of cash behind them, yet I will admit several of our best customers embarked in the shoe business on a capital of less than \$1,000," remarked a Montreal manufacturer. "I believe the reason they succeeded was their unusual ability and the interest they took in their stores. Now here is the reason I am against the average man going into the retail shoe game on such a small capital. To succeed on this sum a man must possess more than average ability. He must be capable to meet and overcome the stumbling blocks that are strewn along the path of the retailer. Starting with a cash capital of only \$1,000 puts a young man under a great handicap. Give an experienced shoe retailer \$1,000, and even he will find it very difficult to make a success of his store. Therefore, a young man who has not had executive experience finds it just that much more difficult. Consider the different problems he has to buck against with his small capital. For instance, it is very difficult for a retailer even in a country town, after he has seen his banker (who is acting cannily these days) and arranged with one or two wholesale houses to secure goods to the amount of say \$1,800, to obtain a wide enough variety in the different lasts and styles to satisfy his prospective customers. These times people expect to be shown a large assortment, and will go only where they can get it, even if they must purchase their shoes in the nearest large town or in the city. The young fellow embarking in business must compete against a rival who has from \$5,000 to \$10,000 worth of goods on his shelf. Clearly, he must have unusual ability to win out. Then to make a success of the shoe game the retailer must carry a good range of styles. While I do not say it is impossible to make a good showing of the various styles on a cash capital of only \$1,000, I do believe that it takes a man of much more than ordinary ability to handle the venture properly. However, there is the old adage, 'Nothing venture, nothing gain,' and as I said, some of our best customers made their beginning on a much smaller capital than \$1,000, so I would not say to a young man of ability 'Don't touch the retail shoe game,' but rather 'Don't go into it unless you have figured out its disadvantages as well as its advantages and still feel confident of making your venture a successful one.'"

Live Up to Your Obligations

"A serious mistake," writes a London wholesaler, "that many a young man makes is not living up to his obligations, or in failing to let his creditors know of his inability to meet drafts. We find that there are too many drafts returned without any explanation whatever and naturally this hurts a retailer's credit to a great extent. But if conditions were explained, it would most likely be found that the dealer's

explanation is a comprehensive one and his credit would no doubt be renewed. Therefore, you can see the first thing for a young retailer to do is to keep his credit sound. A house that will keep a young man within his limits, but still give him proper accommodation, is doing him a real favor.

"When a young man comes into me or through one of my travelers approaches the house with \$1,000 cash in his pockets, I first size up my man. In a good many cases you can tell by his personality just how far to trust him. I have given credit to many young fellows in my day who had hardly a cent of capital, relying on their standing back of their past reputation for honesty and ability to go ahead in anything which they undertook. As \$1,000 goes such a short way in buying a representative line of leather and rubber shoes, after fixtures, etc., are provided for, it is generally a case of personality when a man gets a very good line of credit, if he has little money to pay down."

A Winnipeg jobber expressing his views said that in the past when things were booming a great number of his customers had begun business on next to nothing in the way of capital. If he did not provide them with sufficient credit, there were other houses in the West that were willing to take a chance. He, therefore, adopted this policy himself and states he has lost very little, although he attributes the success of many of his proteges to the scarcity of competition which they had to buck against at the outset. Under proper conditions, he said, a smart young man can make a success of the retail shoe game on \$1,000 capital if he goes about it rightly, is satisfied at first to "keep the pot boiling," and holds his head. The mistake which a great many young retailers are prone to make is to go in for an expensive store front and an interior out of proportion altogether to the amount of capital they have in hand. They feel proud of a smart appearing establishment into which they can invite their friends, and for this reason you will often find that a retailer is kept busy paying a contractor for installations or improvements that will not bring in half as much revenue as would pour in were this extra money devoted toward purchasing additional stock and increasing the store's range of styles and lasts.

Had Better Wait a While

Discussing this topic about starting men in business with a small amount of money, a prominent Quebec shoe manufacturer said he was not so willing just now to take a chance. With the tightness of the money market at the present time he felt no young man should enter the retailers' ranks on such a small capital as \$1,000, if he had nothing additional to fall back upon. This manufacturer said he was carrying along enough accounts of firms who in normal times are good customers, but who are not doing very much at present. After the fall season progresses a little he will be more in a position to advise young men as to whether he thought it would be advisable for them to go into business. However, on general principles he believes long dating works against good merchants and that shorter terms are inevitable. In most old towns there are too many exclusive shoe establishments and general stores handling shoes as a side line. This manufacturer believes that these are not many men with sufficient courage to go through the inevitable worries attendant upon small capital.

From the opinions given in this article it will be seen that the majority of manufacturers and jobbers, although they do not believe in recklessly encouraging young men to enter the shoe business on such small capital as \$1,000, are of the opinion that it is not at all impossible, and in fact know from experience that it is possible for a young fellow with lots of ambition to succeed, provided he is fitted for such a career and is willing to take and give.

How He Put Personality Into His Shoe Department

The Benefit that Jones Derived from a Careful Study of Smith's Success in Retailing Footwear—Instead of Copying the Successful Smith, He Won Exclusive Trade by His Own Methods—An Experience that is Replete with Pointers.

Has your shoe business a distinct personality? Do your customers think of your store as a service institution when shoe needs arise? If they do, yours is a shoe business with much promise in its future.

Jones and Smith both conducted shoe businesses in the same city, says the Dry Goods Economist.

Smith conducted an exclusive shoe store and his trade comprised the best people in the town, people of taste, discrimination and means above the average.

Jones owned a large store, selling men's and women's ready-to-wear and furnishings of all kinds. He maintained a shoe department on the ground floor. This department had a direct street entrance and two small windows, one on either side of the door.

This is the story of Jones' business, the story of his efforts to build it up. Smith's exclusive shoe store is only incidental to the narrative. Smith did something every day that Jones early in the progress of his shoe department was unable to do.

What Jones Could Not Do

Jones did a fair volume of shoe business on shoes retailing at \$3.50 to \$4. But he could not successfully sell either higher or lower grades. That is, he could not enlarge the scope of his trade. He wanted to, and he strove manfully to do it. His store was a popular shopping place for a good class of trade. His general business was growing rapidly. In clothing, furnishings and women's garments the store was a leader. Jones carried standard high-grade lines, some of them nationally advertised brands.

But a great many customers who bought other lines regularly—good established customers—would not buy shoes of Jones. They bought them of Smith, or some other exclusive store, down the street.

Jones chafed under this, not because of any personal antipathy towards Smith, nor because of professional

jealousy. He simply wanted the kind of shoe trade Smith had, and wanted it badly.

He tried several things to change the condition of affairs. He tried departmental co-operation. He gave clerks in other departments good commissions for bringing business to the shoe department.

But even at this he met with only indifferent success. Regular customers still bought \$3.50 and \$4 shoes, but not any more than usual, and there were no signs of any new business that looked as if it came from an exclusive clientele.

Although he did practically everything Smith did, he did not get many customers of the Smith type.

He Did Some Tall Thinking

Jones knit his brow, as many a perplexed shoe manager has done before. He thought and thought and planned; he got advice and suggestions from other thoughtful people whose judgment and experience were valuable. And the only reason that Jones, the shoe manager, could discover for his not getting the trade he so earnestly desired was that certain people seemed to feel that an exclusive shoe store was the best place to buy footwear.

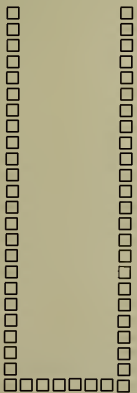
He analyzed the situation carefully, and drew some real conclusions.

In this particular town the bulk of the shoe business was done by exclusive stores. They were more numerous than shoe departments, and always had been so. In the minds of customers, shoes were sold by shoe stores. That is where most of them had bought their shoes since the first pair they were able to select alone. One store, in particular, had built up a reputation for quality and style. This was Smith's.

It was a case of it being considered smart for women to say they got their shoes at Smith's. And Smith got most of the high-grade trade. With the smart dressers and the



AN EXTERIOR VIEW OF THE
RYAN-DEVLIN SHOE STORE,
494 MAIN STREET, WINNIPEG.



discriminating people Smith's stood for correctness in footwear. With people who paid less attention to smartness, but set a high value on quality, Smith's shoe store meant good value for the money.

With people who bought shoes according to the amount of shoe money at their disposal, Jones' was considered the place, Jones' shoe department. While Jones did not conduct a cut price or a bargain shoe business in any sense of the word, he really had a price clientele.

Jones admitted, in his own mind, that Smith deserved the good trade he enjoyed.

He realized that Smith carried the best styles and the best varieties of sizes. So he made a special effort along service lines.

Jones finally came to the conclusion that he could never approximate Smith's quality and value of trade until he could create among his customers, and among all those he hoped would become customers, the same mental attitude towards him and his goods that Smith's clientele held towards Smith and his goods.

It was Smith's good will that was getting, and keeping for him the best trade in town. Good-will in business is collective opinion, the collective opinion as to a merchant and as to what he sells.

How He Went After It

Jones could not hope to divert to himself the good-will of Smith's customers. Not directly, at least. He could not expect to divert a great deal of Smith's trade. He did neither of these things in practice. But he did in theory.

Jones set out to use Smith as a pacemaker. He expected not to put Smith out of the race, but to make Smith help him speed up. Theoretically, Jones started after all the business in town, with the hope of turning it into the Smith kind of trade, but in the Jones shoe department.

He reasoned that if he could give the public everything Smith gave them he would eventually acquire a reputation, at least second to Smith's, if not equal to it.

Jones wanted to accomplish three things. He wanted to equal or surpass Smith in the excellence of styles carried. He wanted to give the best possible service. He wanted to overcome the idea that the best place to buy shoes was in an exclusive shoe store.

Jones had no great difficulty in accomplishing the first two things. It was largely a matter of application—seeing that they were done. And Jones had been concentrating his best efforts on styles and service long before he decided upon using Smith as a pacemaker, although, previously, people had not seemed to place the true value on his efforts along these lines.

How to Get New Customers

But the crux of the matter was really in the third proposition. It was not enough to have desirable merchandise and good service. Those who were already trading with him no doubt appreciated his goods and service, and they would likely remain his customers. But he wanted new customers and of a better class.

These prospective customers did not know about his merchandise and service. They did know about Smith's, or about those of other stores where they were trading. Jones decided it would be necessary to inform them in a way that would attract their attention and be convincing enough to arouse interest.

This point proved puzzling. He could emulate Smith up to this point in his program, but to divert attention from Smith and others he must do something different.

That thought was the keynote to the whole situation. To do something different, to create an individuality for his shoe department.

Jones thought it over carefully.

And the more he thought the more he became conscious of a curious fact—something that had escaped his attention

before. From all external appearances, practically every shoe retailer in town, himself included, was following Smith's methods.

That was really all it amounted to. In the first place, Smith had the lead—a position he had secured in time by good buying, good merchandising methods and efficient store service. Most of his competitors saw only the superficial evidences of his success, such as the physical appearance of his store, his advertising, his window trimming, and so on.

All of Smith's competitors followed him in these things, thereby unconsciously accentuating his leadership and helping him to maintain his position. The whole shoe business of the town reflected Smith's influence. But none of this reflection reduced Smith's lead in the least.

Resolved on Individuality

As the real situation dawned upon him, Jones smiled inwardly at Smith's cleverness, and at the mild stupidity of the others, including himself.

"After this," thought Jones, "I will be myself in the shoe business. I will match my wits against Smith's or anyone else's in the fundamental things that build business, and I will give this department an individuality that will make people notice it, and believe in it."

And Jones did.

He began within. He made his department—physically, at least—a little exclusive shoe store within his main store. We have said that this department had an exclusive entrance. But it was only an entrance. It lacked personality. Jones gave it personality.

He put in a black walnut door with bronze mountings. In the centre of this door—a double door, by the way—in two lines of mounted bronze, Jones set these words: "The Jones department of Standardized Shoes and Shoe Service."

Black walnut tone and polished bronze look good in combination. Have you ever noticed it? Jones' new announcement as to "standardization" caught many a discriminating eye before it and the new door had been there a week—eyes that previously had only seen Smith's store and its goods.

But Jones did not stop at the door. He got into the goods. He reorganized the department and adjusted the stocks. He put in the kind of styles Smith's customers seemed to think they wanted.

Cartons for Exclusive Styles

He had a certain section of the shelving set apart for exclusive styles and had individual cartons made for them. The fronts of these cartons were walnut color, just like the door, and the standardized idea stood out in bronze letters. Little bronze plates were stamped into the soles of each pair. And on the backs of the fitting seats the idea stood out in clearly defined letters. Worked into the floor-mats also, in unobtrusive design, appeared the magic words.

Jones had given his department an individual touch, sure enough, on the inside and in the goods. But he did more than that.

Windows and Ads Exclusive

Jones made his windows exclusive in theme and in execution. He got a window trimmer with a subtle touch to put in windows that said "Quality!" in every appointment. People stopped to look. Smart women paused, looked at the window and then unconsciously looked down at their own daintily shod feet. Jones' idea was taking hold nobly.

Jones also took a new interest in his shoe advertising. He got carefully executed cuts and illustrations. He put real ideas into his copy. He put atmosphere into it. He wrote stimulative introductorys, informative items; he used directive argument. People began to read his ads because they presented a new viewpoint in shoe retailing.

Jones got out booklets to selected lists. Some of the books dealt with shoes, some with shopping ideas, some with human interest editorials, regarding service. The best people in town began to think of Jones when they thought of exclusive footwear.

Smith's business kept right up to the mark. And Jones' business grew in volume and quality. Finally, Jones' store proper was no more notable than Jones' standardized shoe department. And one drew to the other. Then Jones began to grow in earnest.

He is growing yet, because he cannot help it. He gave his shoe department and his shoe service personality. And personality counts. Try it, if you want to find out.

Doing Our Utmost Wins—"Well Done"

Life is too short to be blase about anything one is doing, and it is our bounden duty to do our best that which is set before us.

So, in the high calling of merchantship and salesmanship it devolves upon us to labor to the utmost of our abilities, to increase those abilities as time rolls on—this in order that we may sell a perfect service and that the words "well done" may be written after our names when our earthly duties are ended.

Let each one of us, from the cash clerk upward, so strive that each year shall find an advancement in character, in ability to market a perfect store service, in the world's goods and in the world's high regard as men who know our business, as men who are willing to do it well, possessing a real love for that business and as men who are mighty good people to co-operate with—as broad-minded men and as friends.

This is a big subject, Store Service, and the best thing about it is that no man or group of men can hold it to themselves—it is as free as the air, and the ability to serve is

any merchant's and any salesman's for the mere realization of the great opportunity it offers.

Store service offers the opportunity of overcoming obstacles which otherwise would overwhelm a man, it overcomes lack of large capital when starting and boosting a new business, it overcomes the lack of location in the best business section, lack of window space, lack of interior space and lack of merchandise.

Importance of Trade Paper

Statistics show that advertising in trade papers is fast growing, because manufacturers have come to appreciate the fact that a trade journal or business paper has a select list of readers—men of business who may or may not scan a weekly or monthly general magazine, but who read with deep and vital interest the papers in their line of trade. Advertisers are awakening to the fact that they can advertise in trade journals with a very slight percentage of loss, or, in other words, the business papers come nearer to performing 100 per cent efficiency service than any other kind of advertising. Firms that formerly used magazines with millions of readers find that the efficiency was not 1 per cent. in some cases, while they were paying heavy rates with a waste of 99 per cent.

James Keeley, general manager of the Chicago "Tribune," in a recent address, stated that the steady decline of magazine advertising, especially in the line of nation-wide advertising, is certain for the reason that the magazine does not tell a reader where the article advertised may be found in his home town. He said that this is the principal thing a reader wants to know. The trade papers do not talk to the consuming public, but to the business men who use or resell the article. Trade papers are wielding a wonderful power in business, and the business man who does not pay for and read the best paper at least in his line cannot keep abreast of times.

WHY DO YOU BUCK PROSPERITY?

"It is inconceivable that any merchant or manufacturer should cease—or even curtail—his advertising just when the country is on the threshold of a tremendous double harvest—the *natural* harvest of our own very fair crops, at greatly increased prices, and the *logical* harvest consequent upon the war in Europe.

"It is under such conditions as these that advertising reaches the zenith of its power. The man who listens to the yellow pessimist and sits back to 'wait for things to settle down' is yielding his common sense and enterprise to the baleful influence of idle sentiment and *actually starving the goose that lays the golden egg.*

"We, the very people who will logically profit by the war abroad—and profit immeasurably—are acting, some of us, as if the war were right here among us. We are talking blue things, pinching the pennies, cutting down our advertising and *forcing prosperity to stand back.*

"As a matter of fact this is the very hour when we should rush into print to a greater extent than ever before, because, *unless the earth opens and swallows us up,* there will be greater prosperity in Canada in the near future than ever before in its history. Though this war more or less closely affects every one of us, yet most of us are not actually *in* it. We are not likely to be. The warring world looks to us for its supplies and we cannot keep prosperity down no matter how hard we try. Our advice to Canadian business men to-day, in view of this situation, is conveyed in these words—ADVERTISE NOW AND NEVER LET UP."—Printer's Ink.

News Jottings of Interest

Medicine Hat, Alberta, is looking forward to several new industries. A leading tannery in Eastern Canada has written to Secretary Wilcox of the Board of Trade stating that if they do not get into Alberta territory at present they certainly would later on and that city looked good to them for a location. An American company doing business in the tire and rubber line in the Central West have written that they intend to start a rubber manufacturing plant in Canada and have their eye on Medicine Hat.

A store advertised for a few days in the local papers that on a certain day they would send up a number of hot air balloons in front of the store. To each of these balloons was attached a ticket good for a pair of shoes. To the one who was lucky enough to capture the balloon after it descended, the value mentioned on the ticket was presented on handing the attached ticket in. The publicity attached to the affair was considered very cheap, as, aside from the newspaper advertising, and the cost of the footwear, there was no other expense.

A correspondent for Women's Wear, Paris, says: "Jenny's dresses are very short. On their opening day all of the mannequins wore a new style of shoe which will surely influence the mode with the well dressed woman. This shoe is high, almost like a boot and it fastens at the inner side of the ankle with a lacing which follows a straight line to the top of the boot. These shoes are made of the finest and softest vici kid and fit like gloves. They have the appearance of making the foot look at least two sizes smaller. They are made to measure by a Gulpen bootmaker at 7 rue

St. Roch, for 130 francs. But we expect to see them soon in stock at the Galeries Lafayette for 30 francs.

Seventy-five per cent. of the raw skins that go into leather in Canada and the United States come from abroad, it is estimated. Horse-hides, calf and goat-skins are brought from Russia, and high-grade sheep-skins come from India, through English markets. Already leather prices have been advanced as result of the war. There are sections of this country and South America upon which manufacturers may rely for skins, but supplies from these sources are said to be insufficient. Higher prices for shoes may follow the advances in leather. It is predicted that American packing houses will realize handsome profits because of the scarcity of hides from abroad.

A recent despatch from Vancouver says: "In the local suit of Drinkle vs. Regal Shoe Co. and Messrs. Endacott and Rae, Mr. Justice Macdonald awarded the plaintiff judgment against Mr. Endacott and dismissed it as against all the other defendants. A counterclaim for \$4,000 entered by the Regal Shoe Company against Drinkle was dismissed. The action arose over the sale of the stock of Endacott's shoe store to Mr. Rae. The stock had been originally obtained from the Regal Shoe Company who took a chattel mortgage on the goods and an assignment of book debts as security. The plaintiff attacked the chattel mortgage and the sale. During the progress of the case the attack on the chattel mortgage was abandoned and his lordship found that the sale to Rae was bona fide. He, however, allowed Mr. Drinkle judgment against Endacott for the amount of his claim.


SOME SAMPLE SHOE REPAIR TAGS, REPRODUCED FROM "SHOE FINDINGS"

| | | | |
|------------------|--|-----------|--|
| Date | | No. 15739 | |
| Sewed whole sole | | | |
| " half " | | | |
| " turn " | | | |
| Nailed half | | | |
| Heels | | | |
| Patches | | | |
| Rips | | | |
| Spring Step | | | |
| Rubber Heels | | | |
| Remarks | | | |
| PRICE | | | |
| Date | | No. 15739 | |
| Name | | | |
| Address | | | |
| PRICE | | | |

Simple and Effective for Small Repair Shops.

| | | |
|---|----------|----------------------|
| REMARKS: | | |
| Waxed Soles Sewed Soles Whole Soles Sewed Soles New Heels Glycerine Rubber Heels Rubber Soles Pick Stays Cement Patch Sew Patch Buttons Hooks Stretch Overlays Vamps Squeek Corners Straps Blown Holes Patches Patches on Soles Patches Pick Down Pick Ends Pick Socklining | | |
| 1215 Price | | |
| Name 1215 | | |
| Address | | |
| When Wanted | | |
| Date | Box | Price |
| NEUBURGER | | |
| SHOE HOSPITAL | | |
| 142 MAIN STREET | | |
| Not Responsible for Shoes Left Over Thirty Days. | | |
| RETURN THIS CHECK TO AVOID MISTAKE. | | |
| When Wanted | | |
| Date | C. O. D. | Price |
| MEN'S LADIES' | 1215 | BOYS' GIRL'S RUBBERS |

This Tag Represents System. It Covers every Detail. Read it Carefully.

| | |
|---|--------------|
|  | |
| No. | 8512 |
| No. 8512 | |
| J. PINGERA | |
| 306 Liberty St. | Peoria, Ill. |

A numbered tag insures against mistakes in delivery.

Knowing Where You Stand at the Close of Each Day?

How to Stop Any Leaks in Your Business, and Cut Out the Guess Work—Definite Information as to Backbone of Business Success—Four Basic Principles Upon Which to Work

In one of the small eastern towns there is one of the most progressive retailers in the country. He is so progressive that his sales jumped from \$37,000 to nearly \$100,000 in fourteen months. This was "progressiveness—plus," as every one will admit.

He told me about it one day; told me how he did it. It set me to thinking how other retailers who want to be progressive may profit by his experience. In it are the vital elements of success.

"For eleven years I was a guesser," said he, "I bought by guess, I sold by guess. I guessed at my cost of doing business, at what my price ought to be, at my profits, and guessed where the money that I should have made had disappeared. About each of these things I knew as much, I believe, as the average storekeeper of my class."

His trouble was that his information was neither exact nor specific—the only kind of knowledge on which sound business can be built.

One day he woke up and began to wonder why some stores forged ahead so much more rapidly than others. He asked himself why this store stood still and what he needed to produce results. He adopted a "why" attitude towards every detail of service and every article in his stock.

After a while he decided there were four basic principles upon which to work:

First, to buy nothing he couldn't sell at a profit, either in money or advertising, and to judge every article bought from the customer's viewpoint of values.

Second, to turn his stock just as often as possible.

Third, to give full, exact measure, but no more.

Fourth, to know his costs, what makes them, and to cut them to the lowest point without sacrificing quality or services.

He was up against strong competition, he told me. One store was older and larger and commanded a majority of the generous buyers, while the other was the "new cash store." The latter was the keenest competitor of both. It was skimming the cream of the trade.

Cutting Down the Expenses

An analysis of conditions showed that the only way to keep his customers and gain new ones, was to cut the costs of doing business and pass the economies along to the customer.

It was evident that price, service and values, together with volume of trade, were the factors in his problem. He took each one and studied its effect on all the others.

A question then arose: "What service was absolutely necessary to hold his customers?" which at once suggested another: "What features would they dispense with in exchange for lower prices?"

His customers received everything in the way of service they could ask for. Clerks called every morning to take their orders. Special deliveries of trifling purchases were made many times a day. Charge accounts were the rule—with payments at the customer's convenience. All this service and accommodation cost money and had to be included in his prices. The higher prices encouraged department store trading, although they did not give extra service. Altogether it was a ticklish problem, but he decided to put it to a test.

He first cut out the "extras," but not before he had sent out to all his customers a circular letter telling why and offering reduced prices instead. He had a good argument and it worked well. Nearly all his good customers stayed with him.

After a while he arranged his deliveries so as to have regular trips morning and afternoon. Wagons left the store at the stated hours to cover certain routes, and orders had to be in within prescribed times, else they went over to the next delivery. This caused some inconvenience at first, but when the customers realized the saving resulting from lower prices, they came into line with the new policies of the store.

To effect further savings he put on motor delivery wagons, and prices were again put down on many items. Outsiders saw the advantage of trading with an up-to-date store and came to buy of him.

Certain other economies which he had in mind were also tried out at this time. One was a careful check on stock.

BLUE BOOK DAILY STATEMENT

FOR _____ 191__

| CLERKS SALES | | | | OUTSTANDING ACCOUNTS | |
|-----------------------|------|--------|-------------------------|-------------------------------|--|
| CLERK NO. | CASH | CHARGE | TOTAL | UNPAID CHARGE SALES (BY DATE) | |
| | | | | CHARGE SALES TODAY | |
| | | | | TOTAL | |
| | | | | RECEIVED ON ACCOUNT (BY DATE) | |
| | | | | UNPAID CHARGE SALES | |
| | | | | MONEY OWED: | |
| | | | | NOTE OWED | |
| | | | | PURCHASE INVOICE, SEC'D | |
| | | | | TOTAL | |
| | | | | PAID ON INVOICES (BY DATE) | |
| | | | | MONEY OWED | |
| | | | | CASH RECEIVED TODAY: | |
| | | | | CASH SALES | |
| | | | | RECEIVED ON ACCT | |
| | | | | BANK ACCOUNT | |
| | | | | MONEY IN BANK (BY DATE) | |
| | | | | MONEY DEPOSITED | |
| | | | | TOTAL | |
| | | | | CHECKS DRAWN | |
| | | | | BANK BALANCE TODAY | |
| | | | | CHARGE FUND | |
| | | | | NET CASH FUND | |
| | | | | TOTAL FUNDS AVAILABLE | |
| | | | | NET PROFIT | |
| | | | | GROSS SALES | |
| | | | | COST OF GOODS SOLD | |
| | | | | GROSS | |
| | | | | NET PROFIT | |
| SPECIAL INFORMATION | | | | | |
| SPECIAL INSTRUCTIONS | | | SPECIAL SALE BY | | |
| WINDOW DISPLAY | | | AGENT OR EXTRA EMPLOYED | | |
| NEWSPAPER ADVERTISING | | | REARTH & M | | |

NOTE—Good methods of securing all figures necessary to fill out this report daily are outlined in booklet entitled "Stopping Store Leaks" which may be had free of request. Address: Burroughs Adding Machine Company, Detroit, Michigan.

SIGNED _____

He adopted a simple plan of charging all items received, and made weekly inventories to check the stock on hand against stock received and sold. This was not an infallible check, and a monthly discrepancy was bound to occur. But it increased the efficiency of his clerks by making them more watchful of stock.

"I was groping toward certain vital facts," he explained, "I wanted to know what lines were paying a profit, what that profit was, and what it cost to sell each line. I needed the information about my clerks; how much each man sold; what kind of goods he sold; and how much profit each man made for the store."

This information he dug out of daily reports, sales books and stock inventories. The important thing was to

divide his stock into lines or departments, so that he could compute the selling price and net profit on each. This he did and learned that the most complex problem could be solved if he simply took it to pieces and settled the details one by one.

His daily detailed report was the pulse of the business, and was carefully studied. Any unusual increase or falling off in a department was shown up the day it happened. Usually the change could be traced to some specific cause.

If favorable, this meant the confirmation of some buying or selling or advertising policy or device. It meant the discovery of a new slant in public taste or a new means of interesting buyers.

When a decrease occurred, the information was quite as valuable, since it showed up some inefficiency and called attention to stock which should be moved at once.

For those who wanted credit, he adopted a credit deposit plan. At intervals they would send him a check for an amount convenient to them, and would simply draw against this deposit with each order. In effect, the store was a bank; each order was a check which was honored in goods.

The illustration shows a daily statement by which any retail merchant can know at the end of each day just how his business stands. It embodies a method similar to that of our eastern retailer and several items have been added.

One form is used for each day's business. If properly

Shoe Salesman Goes to Front

George R. Inksater, of Paris, Ont., who is well-known to the shoe trade, has gone to the front. He enlisted at Hamilton in August in the Army Medical Corps, and it is understood his duties are in connection with the field ambulance. Mr. Inksater went to Valcartier and is at present in England at Salisbury Plain. He is a son of J. Inksater, shoe retailer, of Paris, Ont., which business has been estab-



lished in that town for over half a century. Geo. R. Inksater has been associated with his father in the store for ten years, excepting a short period which he spent in the West, in the service of Thos. Ryan & Co., Winnipeg. Last spring he joined the selling staff of the Kaufman Rubber Co. and covered the territory south of Berlin and between Brantford and Windsor. It is expected that Mr. Inksater will acquit himself well at the front.

filled out at the close of each day's business it will give the retailer a record concerning the vital facts about his business and that's what he is looking for. It spreads out on one sheet the important figures of the day's activities and provides the merchant with excellent means of comparison, one day with another. It gives the merchant an opportunity to study and compare one day's business in 1914 with the same day in 1913, with a view to finding out whether his business has increased or decreased.

How the Statement is Divided

This "statement" is divided into eight parts.

The first section is devoted to "Clerks' Sales." The clerks are numbered and the totals of their cash and charge sales for each day are set down, then a grand total of all the clerk's sales is taken.

The second division is used for Department Sales. The great importance of dividing even the small retail store into departments has been proven. From this record the merchant can determine which divisions of merchandise are proving profitable and the sales of which are falling behind. With such information he knows just when to boost a certain class of goods.

The third division of the Daily Statement is used for keeping a record of outstanding accounts. If properly kept the merchant can tell at the end of each day just how much money is owing to him.

The fourth division shows a record of money owed by the merchant. By subtracting the amount paid on invoices from the total amount of invoices received, the retailer has the amount he owes to date.

"Cash Received To-day" is the fifth division in this form. This includes each sale and money received on account.

The sixth division is a space for keeping a complete record of the Bank Account. Every merchant should certainly know how he stands with the bank. It's one of the vital facts of a man's business. A man's stability in business is usually reckoned by his relation with his bank. If this record is kept properly a merchant may know at the end of each day just how much money is available.

The seventh division is given over to a space for figuring the day's net profit.

The eighth space is taken up with a record of some most important facts. For instance, "Special attractions." Suppose a man has been keeping this record for a year or more. He compares the sales on January 2nd, 1911, with those of January 2nd, 1912. He notices that 1912's sales are nearly thirty per cent. more. He looks at the bottom of his record sheet and sees written under "Special Attraction," "Circus in Town." Immediately he knows the reason for the increased sales of 1912 over 1911 for that day.

Some other special information to be kept in this form is a record of window displays, newspaper advertising, special sales, absent or extra employes and the weather.

Suppose Bill Brown, the footwear man, keeps such a record. He notices on September 15th, 1911, his sales are less than those of September 15th, 1912. He looks at the bottom of his sheet made out in 1911 and discovers that it rained all day on September 15th, 1911. He knows immediately the reason for the bad showing that day.

Some merchants seem to prefer to get gray hair by sitting down and worrying about "why they are losing money" instead of digging in like our eastern man did and finding out where the money is going. With a record such as the daily statement constantly before them, there is no need for worry. A merchant can tell at a glance where the leaks in his business are, and put forth some effort to stop them.—E. St. Elmo Lewis, with Burroughs Adding Machine Co.

How Tanners Get Weights and Selections in Hides

An Embargo on Canadian Hides and Skins Would Serve No Good Purpose in Relieving the Situation and Besides It Might Invite Some Rather Awkward Reprisals—Suggestion Not Well Received.

Writing to the *SHOE AND LEATHER JOURNAL*, a shoe manufacturer asked if it would not be possible to overcome the present situation in leather by placing an embargo on all Canadian hides and skins. He suggested that the quantity of hides exported from the Dominion might have a material effect in relieving existing conditions and might conserve a local supply, sufficient in some degree, to meet the present needs of leather manufacturers.

The *SHOE AND LEATHER JOURNAL* has made inquiries from a number of representative leather firms and finds that the suggestion is not one that appeals very strongly to the trade, as they declare an embargo is not necessary and would prove of no material benefit or advantage. One leading concern says at the present time an embargo upon Canadian hides and skins would be of no value to tanners or consumers. Another adds: "We cannot see that there is any necessity in disturbing the present arrangements in reference to raw material. The present conditions appear to be working very satisfactorily and it is a good thing sometimes to 'leave well enough alone.'"

An old-established sole leather firm take an open stand regarding the matter, when they say that conditions change from day to day and that, while they are large exporters of hides, they have no objections to an embargo being placed thereon, providing it is the wish of the Canadian tanners generally. "If England requires a lot of leather from Canada," remarks a member of the firm, "we think that it is going to be hard to secure enough hides to tan to fill the demand. The embargo against American hides, in the States of Michigan and Indiana, is going, to some extent, to make it harder for the Canadian tanners to procure hides and if the hoof and mouth disease spreads, it would be a very serious matter."

How Proposition Would Work Out

An eastern tanner, who makes finished sides, splits and patent leather, writes: "We do not understand why an embargo upon hides should be suggested and think there is no necessity for such a proposal. To be sure, the supply of certain kinds of hides in Canada at certain seasons of the year is rather short of the demand, but we can always go to the United States and get almost anything that we require in the way of weights and selections of the various hides used in the production of upper leather. It seems to us that it would be absurd to place an embargo on hides, and who knows but what the United States might follow suit, and in that event, Canadian tanners would be placed in a very awkward position, owing to the heavy cost of transportation. We cannot afford to bring hides from the extreme ends of Canada, so we, therefore, look for our supplies from the States of Pennsylvania, New York, Ohio, Indiana and Michigan, all of which take a comparatively low freight rate, when compared with such points as Winnipeg, Edmonton, Calgary and Vancouver in the west, and Sherbrooke, St. John and Halifax in the east.

"At the present time we are purchasing in the United States fully seventy-five per cent. of all hides we use. An embargo on hides would certainly be very unfair to the hide dealer, for, in our opinion, fully fifty per cent. of the hides and skins purchased in Canada are consumed by United States tanners.

"Yes, we will go so far as to say that seventy-five per cent. of all hides and seconds produced in the Dominion are

marketed across the border. Now, these hides, which, for many years, have been exported, are available to Canadian tanners, but on account of the variety of hides, it is only natural to suppose that these varieties find their way to the tanners, where they can be used to best advantage. We ourselves, could easily purchase more hides in Canada than we do, providing it were not that we have to specialize in purchasing for the different kinds of leather that we produce. There is no scarcity of hides in Canada in the aggregate, but there is always a shortage of some kinds. When other countries see fit to place an embargo on hides and leather as well, it may then be advisable for the Dominion Government to take this matter into serious consideration."

Leather Situation is Stronger

An old established company having tanneries at several points in Ontario declares: "We beg to say that we do not think an embargo on Canadian hides and skins would help matters very much, especially as most Canadian hides are unsuitable for many lines of leather, as for instance heavy sole leather and heavy harness leather. Nearly all hemlock sole leather (which comprises 75 per cent., or perhaps more, of the Canadian output of sole leather), is produced mostly from dry South American hides. Very few Canadian hides are used in sole leather, oak sole leather being mostly tanned from Chicago packer hides and other similar imported hides. The same applies largely to harness leather. Canadian hides are mostly adapted for upper leather. Possibly an embargo thereon would help the upper leather situation somewhat, but we doubt even this, as at present many large upper leather tanners are also importing their hides, selected of the most satisfactory weights for their special purposes. There is, of course, still much trouble in bringing in hides from abroad, owing to the spasmodic changes and advances in the cost of war risks and the uncertainty of sterling exchange, although the situation in connection with the latter has much improved since August. The demand for leather is steadily increasing, and especially so for export, as also for Canadian army work. The general trade of Canada is also improving and many of the factories are now again quite busy. Altogether the leather situation is much stronger than shoe manufacturers seem to realize."

An Injustice to the Tanner

For the most part Montreal leather men are not at all in favor of an embargo being put on Canadian hides and skins. Reasons aplenty are presented by them to show why they feel that the suggestion is not a wise one.

One of the large Montreal concerns said: "No, we are not at all in favor of an embargo on Canadian leather, and feel that under present conditions, the act would be one of injustice to the Canadian tanner. Business in Canada at the present time is bad enough, and we feel that the tanner is already tied down so much that he is about as badly off as it is possible for him to be and still exist. Practically all the calf, kid and upper side leathers are bought outside of Canada anyway, and the principal varieties which are sold in quantity to the United States are sole and harness leather. During the past few months we have been sitting back doing next to nothing. The Canadian trade is purchasing very little, and the putting of an embargo on the product simply means the cutting off of a large portion of our market."

The head of another wholesale leather house says: "I

am not particularly impressed with the suggestion that an embargo be put on all Canadian hides by the government. In the first place, I don't believe the trade is in a condition to stand the strain that would be the natural result. Supposing the municipal government, if they had the power to do so, were to say to Montreal tanners, 'You must not sell any leather outside the Montreal market,' or even suppose they were to tell us, 'You must confine your sales to the Province of Quebec,' do you think it would be justice to us? Certainly not. I maintain the Canadian tanner is a free agent, and if he cannot market his product in this country, he is at liberty to dispose of it elsewhere. It cannot be said that the tanner is making money out of the war. In fact, the opposite is the case, and with a few exceptions, Canadian tanners are much worse off now than they were before the war started."

New View of the Situation

Another hide dealer opens up a new phase of the question in his comments. "Speaking as a tanner," he states, "I am not in favor of an embargo being put on all the different Canadian hides and skins, but talking from the standpoint of the consumer, I will admit, I feel that in the end, the country in general will benefit by such a measure. Under present conditions there are a large number of skins going out of Canada, the majority of them being purchased by American buyers. This results in a constantly diminishing number of cattle in Canada. Many people do not realize to what an extent this will affect our future supply of home

leather, but I have gone into the subject to some extent, being very much interested in it, and I have come to realize that while conditions in the leather market are bad enough now, they will be very much worse in time to come, unless some remedy is applied. When business picks up in Canada, I believe there will be a tremendous boom, but there is a large danger of our not having leather to supply the demands when that time comes. Speaking from a tanner's viewpoint though, and particularly from the standpoint of the tanner who markets part of his product outside of this country, I would feel sore were the government to go so far as to put an embargo on hides. Granting that the suggestion of doing so is a good one, the tanner is having a hard enough time now to keep afloat without any more obstacles being out in his path. The time was ripe for a move of this kind two or three years ago, but as for choosing the present as the moment for its being put into effect, it is like hitting a man when he is down. The tanner is bearing his share of the hard times we are all feeling, but he cannot be expected to calmly accept such a proposition as the one we are discussing."

Too Much Asked of Tanner

Other Montreal tanners give their views, and almost without exception they taboo the embargo suggestion. While several agree that certain benefits would result inside of a couple of years, all agree that too much would be asked of the tanner, and that it would be a case of trying to lay the whole burden on his shoulders. A Lemoine street leather man, while stating that the trade would be benefited in some ways, went on to say, "While there may be some good reasons why an embargo should be put on Canadian hides and skins, I don't think they are strong enough to cause any immediate action on the subject, and while some people might be convinced in favor of the embargo scheme, these same people are only hearing one side of the question, and the other side brings out some reasons against such a so-called 'protective measure.' For instance, when it comes down to a question of justice, and even when it is argued that the ultimate result would be beneficial, do you think that the question of forcing people to buy 'Made-in-Canada' goods is not just as important and pressing a movement as is the placing of an embargo on Canadian hides and skins? There is no doubt but that were the public to purchase only 'Made-in-Canada' products the country would benefit tremendously. Yet, would it be strict justice to make it prohibitive for the Canadian retailer to sell goods not made in this country? If such a move were made, you would hear an awful holler from all quarters.

"This, of course, is getting away from the subject, but nevertheless, the same arguments apply to a large extent. Canada is in need of as much ready money as she can get at the present time, and when an American buyer makes a purchase in this country, this means that the money he pays for his leather becomes Canadian coin, so to speak."

The general manager of a big sole leather firm remarks: "I can see nothing in the present situation to justify such action. Any class of hides which are produced in Canada to-day are also produced in United States and are obtainable there to-day by Canadian tanners in sufficient quantities to keep their plants in operation to capacity on such class of hides. As hides from all countries enter Canada duty free, there would seem to be no reason why Canadian tanners should not be willing to compete in open market for their supply of hides. Any efforts at the present time to place embargo on Canadian hides would seem to us improper. We would consider that producers of such hides would be quite justified in strongly objecting to any such action being taken."

EVERY ISSUE IS GOOD

Enclosed please find post office order for one like the "Shoe and Leather Journal" very much Every issue is good.

Yours truly,
Dryden, Ont. *CLARK & CO.*

HAS RECEIVED MUCH HELP

Enclosed find one dollar subscription for your valuable paper. We have obtained a great many helps also through the "Shoe and Leather Journal" in carrying on our business.

Yours truly,
Tilbury, Ont. *BEDARD BROS.*

GIVES HIM MANY POINTERS

Enclosed please find one dollar for which continue sending me the "Shoe and Leather Journal." I am very well pleased with your paper and appreciate it very much in my business. It gives me all the new ideas in the trade and is much valued.

Yours truly,
Port Arthur, Ont. *(Sgd.) WM. G. TAPP.*

I am enclosing post office order for one dollar for the "Shoe and Leather Journal," which I am always looking forward to receive. I read and learn the good news and views of the trade. I might say, since taking over the business of Jas. V. Russell, and entering the shoe trade, I have learned a great deal through perusing your paper, and find every number interesting and profitable.

Sincerely yours,
St. John, N.B. *P. M. LEVINE.*

STRAY SHOTS FROM "SOLOMON."



Fool Talk

It takes a fire, a railroad accident or war to bring out the fool that is in most of us. He is a wise bird who can keep his head when the shot is flying, and it takes more horse sense to keep steady a safe distance from the firing line than on it. These days when preachers, editors, and even statesmen get up in the air, it is little wonder that spouters, scribblers and ordinary folk can't keep their feet on the earth. This wanting to kill everything German from the Kaiser to Pilsener Lager, makes us wonder if we are not as much barbarians as some of "Huns" and "Goths" we talk about. There are people who, because of this war, would have us change the names of places like Berlin and Hamburg to Buttontown and Porkton, and who are making it their religious duty to give the cold shoulder to concerns that are unfortunate enough just now to have names with teutonic combinations of vowels and consonants. This kind of thing is enough to make a sawhorse sick. It reminds one of the Irishman who rushed out and hit the first Jew he met, on hearing for the first time that the Jews crucified the Saviour two thousand years ago.

"Barbarians"

The man who would maim or kill another in business is as bad as the "barbarian" who mutilates or tortures a foe on the field of battle. A shoe traveler who has the misfortune to look like a German, but who has not a drop of teuton blood in his veins, was kept busy recently squaring himself with French customers in Quebec, to whom a competitor dropped the hint that he was "Dutch." There are some German citizens of this country who are not only as true to the British crown as any Canadians with English or French names, but who have done quite as much for the upbuilding of this country, who have been made to suffer by cads like the above who have gone about whispering suspicions as to their loyalty. It is up to the decent business men of this country to put this sort of thing down. If a man is guilty of disloyalty lock him up with the reservists and suspects that are being sequestered by the Government, but don't let us forget that the Schwartzenkops, Souvaloffs, and others who have shown themselves good Canadians, should be given the same British fair play as the Smiths and Browns.

"Tolerance"

You can't blame a German-Canadian for a slight leaning at heart towards his native land or that of his father. We would hardly expect an Englishman in a strange country to be enthusiastic against Britain, even when realizing the latter represented a cause he could not altogether endorse. Blood is thicker than water and we are apt to argue even in the face of facts, when the life and death of those of our own family are concerned. Let us not forget this in our desire to hang every German who does not see things as we do. This spirit of fairness and tolerance need not interfere with our determination to fight this war against military despotism to a finish. We do not need to become "barbarians" in order to clear the earth of the pernicious doctrine, that might is right. But as we wield the sword

with all the might of conscious right, let our hearts be full of charity for all who for the time being are led to fly in the face of fate.

No Apologies

When a man keeps calling on the Almighty to witness the justice of his cause and help him through, you may be sure the devil is around the corner rubbing his nose and chuckling. Special pleading is not necessary to bolster up a good cause, and a man who feels he is right does not waste time running around amongst his neighbors to get them to pat him on the back. There are enough people in the world who see straight to give the fellow or nation a fair show when either wants to do the right thing. Britain has no apologies nor explanations to make in this war. "He may run that readeth" if he is anxious at all to satisfy his mind as to the cause of the row. It is one of those times when debate is off and action is on. Britain simply had to "fall in." Had she declined to back her words with action in the case of Belgium, she would never have been able to hold up her head. Had she failed to stand in the way of German aggression she would have followed France and Russia in their undoubted humiliation. It was a matter simply of self-protection.

That Nose

A young Hebrew made up his mind the other day to get rid of the seeming disability under which his German name placed him, and changed it from Rosenthal to Rose-dale, the words meaning exactly the same. His old father, with some disgust asked him, "Why for Jakey you shange dot name?" "Ach Vater!" was the reply "I got sick losing some bizness from dot sheeny name." "But Jakey," said the father, "vot you going to do mit dot nose?" If some men could change their hearts as easily as they change their names, war would cease in business as well as amongst nations. This calling of names and hitting below the belt is what makes business often what war is—hell let loose. There are men reading these words that within the past month have stuck their tongues into their neighbor's reputation, if they haven't put a knife into his back.

No Half Way

A word in season to our German-Canadian friends. We are in this fight as a part of the British Empire, not as a matter of choice but from the very nature of the relationship. We are not helping Great Britain, we are Great Britain in this conflict as much as England, Scotland or Ireland. Citizens of Canada, as citizens of the Empire, are fighting not only for a principle but for the very existence of the Empire. It is no time for personal leanings or sympathies. The man who is not with us is against us, and, if he be honest, should declare himself and allow himself to be locked up with those who are recognized enemies of the state. There can be no temporizing with disloyalty, and the government and people cannot be blamed if they visit promptly and vigorously upon those who give forth an uncertain sound at such a critical time as this, its inevitable punishment. It is a case for the "iron hand."

SHOE NEWS IN PARAGRAPH

P. Lamy, shoe dealer, of Montreal, has made an assignment.

The assets of the Waldorf Shoe Co., Montreal, have been sold.

The Canadian Leather Works, Montreal, have recently registered.

A new shoe store has been opened by Mr. Glass at Craik, Sask.

The assets of Ed. Lemieux, shoe dealer, of Montreal, have been sold.

R. B. Griffith, of Hamilton, was in Montreal the latter part of the past week.

C. H. Frost, of Frost & McDonald, Dundas, Ont., was in Montreal last week.

E. T. Keene has accepted a position as foreman with the James Muir Co., Maisonneuve.

The walls of the new Walk-over shoe store, Yonge street Toronto, are completed.

The Western Shoe Repairing Co. have opened a shoe repairing shop in Weyburn, Sask.

Several machinery parts have been installed in the factory of Theo. Mayer, Montreal.

Boet and Shoe Specialties, Limited, of Toronto, have compromised at 60c. on the dollar.

A. L. Dupont, of Dupont & Frere, Maisonneuve, was recently in Boston and New York.

V. F. Donovan, of E. T. Wright & Co., St. Thomas, Ont., spent a few days in Toronto last week.

J. Adams, of the Adams Shoe Co., London, was in Toronto recently, calling upon the trade.

A shoe repair and harness business has been established in Port Lambton, Ont., by Wm. Reynolds.

The shoe stock of Chas. Knapp, of Grand Valley, has been purchased by John Way, of Stratford.

James Valentine, of Valentine & Martin, Waterloo, Ont., was in Toronto last week on business.

L. Demarest, representing La Duchesse Shoe Co., Montreal, was in Toronto last week on business.

C. Musselman, who has conducted a shoe business in Galt, Ont., for the past six years has sold out.

R. M. Beal, of the R. M. Beal Leather Co., Lindsay, who is mayor of that town, was in Toronto last week.

E. R. McBride, of the J. J. Haines Shoe House, Belleville, was a visitor last week in Montreal factories.

The Regal Shoe Co., Whitman, Mass., have established in each of their fifty stores an expert foot specialist.

The Simpson Folding Case and Trunk Co., of London, was damaged to the extent of \$8,000 by fire recently.

F. H. Rogers, shoe buyer, of Robt. Simpson Co., Limited, Toronto, was in Montreal and Quebec recently.

Frank Miles has secured the boot and shoe repair business in Lethbridge, formerly carried on by E. S. Pulley.

A. Judelson, 661 Barton street east, Hamilton, dealer in shoes and clothing, has assigned to McLeod Tew & Co.

G. M. Neel, of E. P. Reed & Co., shoe manufacturers, Rochester, was in Toronto recently on a business visit.

Geo. Stefanos, 182 Queen street west, Toronto, is installing a model "N" 16-foot Goodyear shoe repair outfit.

The Klassy Boot Shop, Montreal, has dissolved. Harry Hausher is continuing the business under the same name.

E. T. Jacobi, shoe store supplies, Toronto, has returned from spending a week in New York and Boston on business.

P. A. Trudeau, proprietor of the Ideal Boot and Shoe Store, Waterloo, Que., is retiring from the shoe business,

having rented his store. He is now conducting a clearing sale.

The T. Sisman Shoe Co., of Aurora, report business very active, their factory running to capacity with a full staff.

H. D. Deshon, of the A. C. Lawrence Leather Co., Boston, Mass., was in Toronto last week calling upon the trade.

In a fire which broke out recently in Amherst, N.S., Chipman's Cash Shoe Store suffered considerable loss from water.

B. W. S. Martin, sales manager of the John Ritchie Co., Quebec, was in Hamilton, Toronto and London last week on business.

The stock of Book Bros., of Beamsville, which was sold recently in Toronto at 61 cents on the dollar, was purchased by the firm.

C. O. Shaw, of Huntsville, Ont., general manager of the Anglo-Canadian Leather Co., was in Toronto last week on business.

C. E. Lepine, formerly with Tourigny & Marois, Quebec, has accepted a position with Dupont & Frere, Maisonneuve.

Chas. A. Blachford, of the Blachford Shoe Manufacturing Co., Toronto, has returned from a business trip to Montreal and Ottawa.

H. Cochrane has been appointed foreman of the bottom stock department of Ames-Holden-McCready, Limited, No. 1 factory, Montreal.

W. F. Gray & Co., Owen Sound, Ont., have disposed of their goods and ready-to-wear business and will continue the shoe line only.

The U. S. M. Co. have received an order for complete machinery installations in the new factory of Clark Bros., St. Stephen, N.B.

R. L. Savage, representing Jas. Muir Manufacturing Co., Maisonneuve, Que., was in Toronto recently showing a fine range of samples.

H. A. Burke has been appointed to the position of treeing room foreman of No. 1 factory, Ames-Holden-McCready, Limited, Montreal.

Oscar Rumpel, felt shoe manufacturer, Berlin, is running to capacity and has a full staff. He reports that business is very good in his line.

The Craft Fashion Shoe Store is the name of a new establishment opened in Montreal at 130 St. Catherine street west, by D. Bernstein.

L. F. Jackson, Toronto, has returned from an extended business trip throughout the Maritime Provinces in the interests of the Brandon Shoe Co.

Chas. Palmer, of the John Palmer Co., Limited, manufacturers of larrigans, Fredericton, N.B., was in Toronto and other cities last week on business.

L. W. Bishop, of the L. W. Bishop Co., manufacturers of shoe ornaments and supplies, Pawtucket, R.I., was in Montreal and other shoe centres last week.

L. M. Stock, Western Canada representative of the Walker, Parker & Co., Toronto, has returned from an extended business trip to the coast.

George Thacker has opened a fine new shoe store in Renfrew, Ont., which he calls "The Shoe Store of Quality." He has a bright, attractive establishment.

The assets of W. A. Moyer, shoe retailer, of Winnipeg, have been sold by the assignees, Newton & Nicholson. The stock inventoried \$3,066 and the fixtures \$1,228.

The Rubber Club of America, the national organization of rubber manufacturers and crude rubber importers, has voted by a large majority to abandon its sixteenth annual banquet, which was to have been held at the Waldorf-Astoria

New York, and instead to make a contribution for the relief of the suffering due to the war in Europe.

R. G. Long, of R. G. Long & Co., Toronto, and W. H. Gurney, of the Gurney Glove Works, Wingham, Ont., have been recent callers at Montreal leather houses.

A large shoe manufacturing concern of Montreal has been asked by the French Government, to submit bids on shoes, patterned after those used by the French army.

E. Mason has purchased the shoe repairing business of Thos. Thornton, Killarney, Man., and has made several alterations to the shop, making it one of the most up-to-date in the West.

The revised returns show that the contributions to the National Patriotic Fund from the Merchants Rubber Co. amounted to \$2,053.55. This is indeed a very gratifying showing.

Walter Yates, who returned some time ago from an extended trip to the West, has joined the warehouse staff of McLaren & Dallas, Toronto, of which he was a former member.

F. Brouillard, formerly with Ames-Holden-McCready, Limited, Montreal, has accepted a position as foreman of the Goodyear making department of the Jas. Muir Co. factory Maisonneuve.

The United Shoe Machinery Co. has received an order for the installation of a complete plant for the Cobourg Felt Co., Cobourg, and the machines will shortly be placed in position.

Rubber shares are better on expectations that a large supply of boots made partly of rubber would be manufactured for the troops for winter campaigning, says a despatch from London, England.

A new shoe store has been opened in Truro, N.S., in the stand recently occupied by the A. A. Durkee Shoe Co. The company will be known as the Ross Shoe Co., Limited. J. S. Gillespie is the manager.

J. Dawson, recently with Ames-Holden-McCready, Limited, Montreal, has been appointed foreman of the finishing and treeing department in the factory of Jas. Muir Co., Maisonneuve.

George McQuay, of the McQuay Tanning Co., Owen Sound, Ont., was in Toronto calling upon the trade last week. He reports that they are very busy with orders for leather in the harness and collar line.

B. W. Moore, formerly of the B. W. Moore Co., Limited, Petrolia, has taken a position with Blachford, Davies & Co., wholesale shoes, Toronto, and is now covering northern Ontario in the interests of that firm.

Among the prominent shoe manufacturers in Ottawa and Montreal during the past week was C. J. Fitzgerald, president of the Cook-Fitzgerald Co., of London, Ont., who secured some nice Army business for his firm.

C. A. Brouillard has resigned his position as superintendent of Ames-Holden-McCready, Limited, Montreal, No. 1 factory, and takes up a like engagement with the James Muir Co., Maisonneuve.

C. J. Miller, of Orillia, Ont., was in Toronto recently on business and reports that owing to the demand for harness and saddlery leather, due to the recent large contracts awarded by the government, his firm is very busy.

At a recent "Smoker" of the American Club in Montreal, an interesting address was delivered by F. W. Knowlton, general manager of the United Shoe Machinery Co., of Canada, who spoke on "The History of Shoemaking."

A motion was made last week before the Supreme Court at Halifax, N.S., Mr. Justice Graham presiding, for an order for the winding up of the A. A. Durkee Co., Limited, shoe manufacturers of Truro, N.S. The motion was granted. The factory made welts, standard screw

and McKays, and had an output of about 300 pairs daily. A. A. Durkee, buyer and superintendent, some time ago enlisted for the war and is now at the front.

The Grosch Felt Shoe Co., of Milverton, are sending out to their patrons and friends a handsome calendar for 1915. The illustration is a decidedly attractive one, showing two ball teams in a strenuous struggle on the diamond.

Henry Muir, who up to recently has been connected with the James Muir Co., Maisonneuve, has accepted a position with the Alberta Shoe Mfg. Co. He now has charge of the packing, shipping and supply departments.

The Walpole Rubber Company, Granby, Que., are at present running their plant twenty-four hours a day. They are engaged on a Government contract to furnish ten thousand ground sheets or rubber blankets for the British army.

The short dresses have brought out a new shoe in Paris and will no doubt do something of the kind here. It is high, almost like a boot, and fastens at the inner side of the ankle with a lacing which follows a straight line to the top of the boot.

Berlin, which is the greatest shoe and leather centre in Ontario, has contributed \$97,000 to the Canadian Patriotic Fund. To have raised this sum for a patriotic purpose in a city of 19,000 population is no small thing. It is an average of over \$5 per head. The mechanics,

HE IS ALWAYS ON THE JOB

James C. Bryant, who, for the past nine years, has been with F. J. Weston & Sons, Toronto, as city salesman, has joined the staff of the Kaufman Rubber Co., and will be attached to the Toronto office, covering the city and immediate vicinity. Mr. Bryant is widely known to the trade, among whom he has many friends. He was born in Downend, Gloucestershire, a suburb of the city of Bristol, and



joined the staff of Messrs. Lindren & Co., Limited, of Bristol, one of the largest shoe and leather findings houses in Great Britain. He held various positions in their warehouse for nine years and gained a thorough knowledge of the shoe trade generally, but, looking for wider things, he decided to come to Canada, and left their employ in August, 1905. Since then he has been in the service of Messrs. Weston. Mr. Bryant is energetic, thorough and capable, and is always on the job.

clerks and general public contributed \$27,166 showing that the response on the part of the citizens was widespread. Berlin may well congratulate itself on the outcome of its effort.

Mrs. Joseph McCully, who recently sold her shoe business in Elora, Ont., to Mitchell Fasken, has retained the agency of the Crowe Loose Nailer which was handled by her late husband, and has several of these machines in stock.

John Melrose and Giles McKeague have been appointed city travelers for F. J. Weston & Sons, wholesale shoes, Toronto, the former covering the eastern part of the city and the latter the western. Mr. McKeague has been identified with the firm for some time.

W. C. Allan, for several years manager of the Quebec Shoe Store, Winnipeg, has joined the staff of the Yale Shoe Store, 321 Portage avenue. Mr. Allan has been associated with the shoe business in the Prairie Capital for some sixteen years, and has made many friends there.

A. Kent and D. M. Mitchell, the Patriotic Fund collectors for Denison avenue and the section south of the river, in Granby, Que., made their returns, increasing the fund by the substantial sum of \$1,130.40. Of this amount \$164.40 was contributed by the employes of the Miner Rubber Co.

The Owl Shoe Store, Toronto, of which Ed. Cook is proprietor, is a leader in the line of fetchy window cards, which are changed each week. Some of the wording is particularly happy. One card during the past week read "Walk in Please," and next to it was another, "Walk out Pleased."

A very attractive window was recently installed by William Wright, shoe dealer, Newmarket. Three miniature cannon were placed in the window and above these warlike objects floated an aeroplane. The martial setting attracted a good deal of attention, and several neat samples of fall styles were on view.

W. F. Muirhead & Co., of Fernie, have purchased the shoe business of W. E. Tait, in Kelowna. The store in Kelowna was opened by W. E. Tait nearly two years ago, and is known as the City Shoe Store. Messrs. Tait & Co., have for some years operated an exclusive shoe business in Kamloops, B.C.

Lady Beck, of London, has received a magnificent thoroughbred mare from the Grosch Felt Shoe Co., of Milverton, Ont., where there are many Germans, as a gift to the Patriotic and Red Cross funds. London horsemen have arranged to auction off the animal and it is expected a large sum will be secured in this way.

It is figured that more than 1,000,000 pairs of shoes, with soles of rubber, fibre, felt or other substitutes for the familiar sole leather, will be made by Lynn manufacturers for next year's trade. Nearly every manufacturer in Lynn has used substitutes for familiar sole leather in his shoes for this year, and in most cases has found the substitutes satisfactory. One leading manufacturer of Lynn says that

he has had this year returned to him few shoes with substitutes for sole leather. He expects to use more substitutes for leather shoes next year than ever. The substitutes for leather are now used in all the grades of shoes that retail at \$7 and \$8 a pair, down to the popular style shoes that retail at \$2.50 a pair. They were originally introduced for athletic shoes, but have proven quite satisfactory for all kinds. Some of the Lynn manufacturers, who are using substitutes wonder what effect this will have, if any, on the sole leather market.

P. R. Corson, of Toronto, a veteran in the traveling ranks, is now covering Quebec and the Maritime Provinces for the Regal Shoe Co. He is the father of C. S. Corson, who has been selling Regal shoes since 1907 and will continue to look after Ontario and Western Canada. He is now on a selling trip to the Prairie Provinces.

Fred. Marsh, of the Wm. A. Marsh Co., Quebec, was in Toronto, Hamilton and London, last week on a business trip. He is a son of the late W. A. Marsh and is now president of the Wm. A. Marsh Co. His brother, David Marsh, who has been residing in Winnipeg, is removing to Quebec, where he will be associated with the management.

Owing to the temporary shutting down of the Fraser River Tannery, the Canadian plant of the Chicago Tanning Co., of Chicago, the distributing branch of the Chicago Tanning Co., located in the Beardmore Building, Montreal, is being closed. Geo. P. Balfre has been manager of the Canadian office since it was first opened.

E. F. Leonard, formerly superintendent with the Slater Shoe Co., Montreal, has resigned his position as superintendent of the Newfoundland Boot & Shoe Mfg. Co., Limited, St. Johns. Mr. Leonard reports the shoe business very dull in Newfoundland on account of the war. He states that a good many shoe workers have volunteered and gone to the front.

John D. Hawthorne, city traveler for D. D. Hawthorne & Co., who has been laid up for some months, owing to an attack of appendicitis, is able to be around again and is being warmly greeted by his many friends. Mr. David Bain, who has been looking after Mr. Hawthorne's work during his illness, will continue to assist him in attending to the Toronto city trade of the firm.

Montreal shoe manufacturers state that conditions in the trade during the past two weeks have improved wonderfully and the majority of factories are now busier. Orders have been coming in at a fast rate, and where deliveries are usually called for the early part of February, many wholesalers state they have booked large orders to be shipped early in December.

H. G. Greene, son of R. H. Greene, secretary and manager of the footwear department of Gutta Percha and Rubber Limited, Toronto, who has been associated with his father as assistant sales manager for the past two years, has gone to Montreal, where he will take charge of the footwear branch in the company's branch in that city. Many friends in the trade wish him every success in his new position.

The Cook-Fitzgerald Co., of London, have just completed and shipped to one of the largest retailers of men's fine shoes in Italy, forty samples attracted much attention for the week they were on exhibition at the company's plant, corner of Richmond and Bathurst streets, London. Samples of outing shoes have also been sent recently by this firm to the John Wannamaker Co., of New York.

Henry D. Rae's Pioneer Shoe House at 104 Cordova street, Vancouver, is being vacated. Mr. Rae has leased a fine large store, No. 21 Hastings street east, where he will remove as soon as the necessary alterations are completed. He will concentrate all his interests there, and in addition to



PATENT COLONIAL, GREY SUEDE QUARTER, LEATHER LOUIS HEEL, WITH SQUARE TOP PIECE—BY SMARDON SHOE CO.

closing the Cordova street branch, will transfer his business at No. 23 Hastings street, to his new establishment.

The Brandon Shoe Company, of Brantford, report business as being brisk, and orders for spring as coming in very satisfactorily. The factory is now running to capacity, and Mr. Brandon says that "the 21 days' service" which has been inaugurated for some time, whereby retailers can receive any shoes ordered within three weeks, is working out splendidly and is being taken advantage of by many.

W. J. Heaven, liquidator of the Williams Shoe Co., Limited, Brampton, has sent out a statement to the effect that he has secured sufficient of the assets to enable him to pay a first dividend of ten cents on the dollar. The liability of the bank and practically all the preferred claims have been met. It is expected that further dividends will be declared later, when all the present outstanding accounts have been collected.

Ed. and Clifford Weston, sons of Fred. W. Weston, president of the Weston Shoe Co., Campbellford, Ont., have joined C Company, 40th Regiment, and will be among the second contingent leaving Canada. Ed. Weston, who had charge of the leather department in the factory, and is very popular with the employes, was presented with an appreciative address, accompanied by a silver wrist watch and fountain pen, suitably engraved.

Fredericton will ship 630 pairs of boots and shoepacks to the Belgian Relief Fund. The footwear will be purchased from the Hartt Boot and Shoe Manufacturing Co., John Palmer Co., Limited, and the Palmer-McLellan Shoe pack Co., who will receive as nearly an equal share as possible. The goods have to be finished within ten days. All the footwear was purchased at cost price, there being no overhead charges of any kind.

The new shoe store being erected by John Brotherton, 578-580 Yonge street, Toronto, is rapidly nearing completion. The store is 90 feet deep by 26 wide and has all the latest appointments and facilities. Mr. Brotherton has already moved his sporting goods into his new business home and expects to have his stock of footwear transferred from his present stand at 550 Yonge street to his new and enlarged quarters in a couple of weeks.

The "Miner Monitor" is a new monthly publication issued on the fifteenth of each month by the Miner Rubber Co., which is being sent out to all present and prospective customers. The Monitor is printed on coated paper and contains illustrations and descriptive matter on the various lines manufactured by the company. Many other interesting announcements relating to the goods of the firm are also given, the names of the selling agencies of the company, etc.

Fire broke out in the factory of the C.N.W. Shoe Co., London, Ont., on October 29th and did much damage to the building and stock of leather, while the shoes in process of manufacture were injured by water and smoke. The blaze started just under the cutting room and the roof was destroyed. No great harm was done to the machinery. The company have secured new quarters and will remove at once. It is expected that the firm will be manufacturing again in a couple of weeks. They make women's welts.

A. L. Johnson, vice-president and western director of the Ames-Holden-McCready Co., Winnipeg, in a recent interview, said, "The demand for boots and shoes fell off sharply towards the close of last year. One of the causes of this decline is found in the fact that in November and December the weather was very mild, the winter being an open one. In the early months of the present year the tightness in money was keenly felt and sales continued light during the spring and early summer. There was no marked revival until the harvest was assured. At the present time business continues dull in southern Alberta and southwestern

Saskatchewan, owing to the failure of crops there. In other parts of the country there is a good demand with prospects for continuance. In the large cities business has been quiet. There has been a large amount of unemployment, and buyers have been forced to strict economy. In the country the conditions in the retail trade are better. On the whole the position is good in Western Canada and there will naturally be an increased demand as the cold weather comes on."

A number of shoe retailers and others have received from the commission appointed to administer the provisions of the Ontario Workmen's Compensation Act, certain blank forms to be filled in regarding the number of hands employed, wages, etc. As it was distinctly stipulated that the retail merchants are exempt from this Act, any dealer who has received such a form should pay no attention whatever to it, but forward it to the secretary of the Retail Merchants' Association, Toronto.

Miss Belle Greig, who has for a number of years been invoice clerk in the wholesale shoe house of McLaren & Dallas, Toronto, was united in marriage on October 14th, to J. H. Burnett, of Toronto, the ceremony being performed by Rev. J. D. Morrow. The lady members of the staff of McLaren & Dallas tendered Miss Greig "a shower," while the male members presented her with a handsome cut glass water set. Mr. and Mrs. Burnett have taken up their residence at 692 Brock avenue, Toronto.

Ralph W. Ashcroft, advertising manager of the Canadian Consolidated Rubber Company, has been elected presi-

IMPORTANT CHANGES ON STAFF

Owing to the vacancy created in the executive of Ames-Holden-McCready, Limited, Montreal, through the death of Fleetwood H. Ward, W.S. Louson, who up to the present has occupied the post of sales manager for the company has been appointed assistant to the president, D. Lorne McGib-



ALEX R. ANGUS, MONTREAL

bon, Alex R. Angus, who assisted Mr. Louson in the sales department, will have full charge of it from now on. While Mr. Angus is a young man, he has had plenty of experience as he has been some years with Ames-Holden-McCready, Limited, and formerly with the old Ames-Holden Co. He is certain to make a worthy successor to Mr. Louson, who will in the future devote more of his time to executive work.

dent of the Montreal Press and Advertising Club, succeeding H. R. Charlton. It is expected, under the guidance of Mr. Ashcroft, that the membership and usefulness of the organization will greatly increase.

J. Goodman, shoe dealer of Winnipeg, has assigned to C. H. Newton.

Mr. Storey of Storey & Campbell, Vancouver, B.C., was in Toronto recently on business.

E. F. Hutchings, of the Great West Saddlery Co., Winnipeg, was in Ottawa and Toronto recently on business.

Valentine & Martin, shoe manufacturers, Waterloo, Ont., are rushed with orders and their factory is working nights. They have filled a big contract for Army boots.

Wickett & Craig, Limited, leather factory, Toronto, are working each night until nine o'clock and on Saturday afternoons to fill their orders. They are now turning out 2,300 sides a week.

Nicholas Cotter, shoemaker, of Barrie, has given his \$3,000 home to the Children's Aid Society of that town. It is to be named after his daughter and known as the Alice May Cotter Shelter.

A. R. Clarke & Co., Toronto, have received a large order from the War Office, London, Eng., for a supply of sheep-lined coats for the British troops. The company are also busy on patent leather for Canadian firms, turning out 3,500 pieces each week.

The members of McLaren family are soldiers from the ground up. In the second Canadian contingent, Lt.-Col. John I. McLaren of the 91st Regiment, Hamilton, will have command of a regiment, and among the members will be Lieut. Wm. McLaren, Hamilton, and Lieut. John McLaren of the Queen's Own, Toronto. Lt.-Col. McLaren is a brother and the other two officers mentioned are sons of J. A. McLaren, of the wholesale shoe firm of McLaren & Dallas, Toronto.

E. W. O'Dell, general organizer for the Boot and Shoe Workers' Union, leaves next week to attend the American Federation of Labor Convention in Philadelphia. He reports that about thirty thousand pairs of Army shoes are now being made in the factories of Ontario, some plants having been granted permission to work on Sunday in order to have deliveries made within the time specified. Several orders have been placed by the British Government with plants in the United States. It is expected that further orders for shoes will be awarded in Ontario at an early date.

The general condition of the shoe trade has improved somewhat during the past few weeks. There is a much better feeling in all ranks. While business is not as good as last season, still a very fair trade is being done, except in three or four cities of Ontario, where conditions are reported to be decidedly quiet, owing to a number of large industrial plants that have been shut down. Jobbers report that buying is being done on a more conservative basis, dealers proceeding cautiously, but a very good spirit prevails among the trade and all are looking forward, with the advent of cold, damp weather, to a pretty good season's business. Collections are reported as only fair.

The other night a stranger with a new pair of shoes walked into I. L. Smith's livery barn, in Ridgetown, Ont., and asked for a pair of laces, making the excuse that he had lost a pair. Mr. Smith thought it rather strange, but gave the man a pair from a stock he keeps for sewing up buggy curtains. On reaching his store the next morning, C. A. Dunkley, shoe merchant, Ridgetown, discovered that the window at the rear had been forced and four pairs of shoes, two pairs of rubbers and a pair of rubber boots were missing. Hearing this, Mr. Smith remembered the incident, and soon the man who had wanted the laces was arrested. The shoes were identified by Mr. Dunkley and in all five

pairs were recovered. The man was committed for trial.

A man giving the name of Fred Watson thought he could get a pair of shoes on the cheap, but discovered later that he could not, when he was fined twelve dollars or a month in jail, by the police magistrate of St. Catharines, Ont. Watson, in company with another, walked into C. N. Oke's store on James street, in that city, and wanted a pair of shoes. On being shown a new pair he tried one shoe on. Finding that it fitted him he put on the other. He then left on the pretext that he wanted to go out for a minute. Mr. C. N. Oke gave him the permission, but Watson failed to return and pay for the purchase. Later, Mr. Oke noticed him passing the store and assailed him with the request for payment, and received the reply that he had paid for the shoes some time ago. Watson was then handed over to the police authorities.

Many shoe retailers employ the product of the field, the forest, and the garden, to install attractive windows. Among the enterprising merchants who always make splendid use of such products, is Alex. Chisholm, Dundas street west, Toronto. This year he put in a Harvest or Thanksgiving window, which differed somewhat from previous efforts in that line. The floor of each window was covered with spring wheat, with a border of Jamaica grass. Each pedestal was also decorated with small bunches of grain, and at all the angles of the windows were bunches of flax, barley, oats and wheat. Rosy apples were attached to the small sheaves and imparted to the window a brightness and variety. On glass shelves supporting shoes, there were, also seen, sheaves of golden grain. The whole arrangement was particularly neat and inviting and one that had to be seen to be appreciated. Mr. Chisholm received many compliments on the enterprising character of his display and reports that such a window has amply repaid for any time and effort made, by increased sales.

Application was made in the Practice Court, Montreal, and a petition filed in the Insolvency Court for a winding-up order against W. H. Scroggie, Limited, one of the largest department stores in that city, by Stewart & McDonald, Exports, Limited. The immediate claim is for \$354.55 on a promissory note made by defendant concern on September 28th, and not met. The petition sets forth that the defendant company in October made a statement that it was unable to meet its liabilities. The petition asked that John J. Robson, chartered accountant, be appointed provisional liquidator, and that a meeting of creditors be held to wind up the business. The petitioners' manager, in an affidavit, states that his concern is a creditor of Scroggie's, Limited, to the extent of \$18,000. The defendant company waived delays and consented to the petition being returned forthwith. The order was granted by Judge Charbonneau. The total liabilities of the company are said to be \$700,000, although its assets are substantial. The company recently built an enormous store on St. Catherine street which covered a city block.

A Winnipeg wholesaler, who has been doing business sixteen years in that city, said last week that up to date he had done \$25,000 more business than in the same period last year. He declared his collections were better than the same time a year ago and altogether he could see no reason for pessimism. His house does business especially in Manitoba and Saskatchewan and he has put an additional traveler in the field to handle the spring trade. He said business generally was improving and he thought the West had gotten its second wind in fine shape. Still, he confesses to being an optimist, one of the kind who came to the West in 1882, homesteaded near Yorkton, and, when he established his business house, did it on a \$200 capital, all borrowed money. "More scared than hurt," is the way he sizes up the situation in the West.

CLARK BROS. AGAIN TO THE FRONT

Phoenix-like, the enterprising shoe firm of Clark Bros., Limited, at St. Stephen, N.B., are rising from the ashes of the recent fire which destroyed their factory. The new building is now well under way to completion and will be ready for occupancy on December 15th. A complete new equipment is being installed and their most popular selling lasts have been replaced, together with a number of new ones, which has greatly strengthened their line, making it up-to-date and representative in every respect. The company will be in an excellent position to attend to all winter and spring business. Their range of high-grade imitation Goodyear welts for women in all leathers has been well received by the jobbing trade from one end of the Dominion to the other. In fit, finish, style and workmanship the product of this firm sets up a new standard, the best oak sole leather being used, as well as oak inner and oak counters, while for topping, full grain matt calf is used in all their output. The same excellence in material, wear and worth will be continued in their new factory, which will afford the company every facility for prompt delivery and maintaining a splendid service. The progressive spirit of Clark Bros., Limited, is amply demonstrated in the fact that, although their factory was completely wiped out on September 29th, they will be again manufacturing shoes in their new building by the middle of December. This constitutes a record in the matter of rapid and complete recovery from the effects of a fire.

BREEZY BUDGET FROM QUEBEC

The Wm. A. Marsh Co., have completed stock taking and are now running again full time on spring orders.

Bedard & Sampson, tanners, have gone out of business and the building which they occupied is offered for sale.

L. F. Falardeau, shoe dealer, St. Joseph street, has been having a few holidays, in which he enjoyed a well-earned rest.

A. Wood, on the selling staff of Cotton Threads, Limited, Montreal, was in Quebec in the interests of his company last week.

J. Nolin, formerly foreman of the sole leather room of E. Tremblay, has taken charge of the same department at Medard Tremblay's.

Uld Deslauriers, tanner, has recently taken a large order for patent chrome leather, that will keep his establishment busy for some months.

Wilfrid Cantin, tanner, has an interest in a brick manufacturing plant which is very active in filling contracts, one of them being for Tourigny & Marois' new factory.

The many friends of Cleophas Lachance, of Lachance & Tanguay, shoe manufacturers, are sympathising with him on the death of his daughter Cecile, who was only eight years of age.

A. J. Russell, who was for a few years in Paris, as a representative of the United Shoe Machinery Company, has taken charge of the finishing room at Tourigny & Marois' factory.

Among the recent visitors in Quebec on business, were P. E. Boivin, Granby; C. E. Fleming, Ottawa; R. W. Gibson, Montreal; A. Wilson, St. John, N.B.; A. S. Jackson, Windsor, and J. B. Clarke, Halifax.

Huot & Bedard, of Lorette, who make a specialty of turned shoes, have bought the premises in which they are located. They will increase the capacity of their plant and present several new samples to the trade, with the latest wood heels.

J. M. Stobo, shoe manufacturer, has started his spring run and effected several improvements to his premises. Mr.

Stobo has sent to England samples of military shoes and expects to receive some good orders from the War Office very shortly. Eugene Thivierge and other shoe manufacturers have also sent samples of Army boots to the Old Country.

On the occasion of the 25th anniversary of his marriage, a number of friends of V. Noel, foreman of the finishing room of the W. A. Marsh Co., presented him with a silver fruit dish, accompanied by an appreciatively worded illuminated address. The time was passed in music and song, and at the dinner which followed the presentation, Wm. Desbiens presided. Among those who were instrumental in carrying out the arrangements so successfully, were Wm. Desbiens, J. E. Dery, W. W. Laflamme, L. Esmond, J. V. Noel, and others.

CANADIAN TANNERS ARE ALERT

"When the war broke out it was thought that there would be great difficulty in obtaining calfskins of sufficient weight to meet the requirements of the Dominion Government, whose specifications demanded an extra plump skin. Those who obtained contracts for the First Contingent found a small supply of the heavy-weight material, and there was a scramble for enough material to turn out the goods without invading the United States market. Canadian tanners, however, have been quick to grasp the situation and there appears to-day to be quite a considerable supply of heavy calfskins and veals on the market, at much the same price as ruled eight weeks ago. How soon this will be exhausted, and where we are to look for a fresh supply, is a condition that is confronting every manufacturer with Army contracts in prospect. Buyers from the United States have taken considerable Canadian leather for use in filling contracts for foreign governments. American tanners of heavy leather will not guarantee prices for any period. We have had no difficulty in securing material for our requirements, whether it be leather or duck, in our own markets," remarked a leading Canadian shoe manufacturer this week.

CHANGE IN LEADING SHOE FIRM

The firm of Sippel & Hagen, Berlin, who have conducted a successful shoe business in that thriving city for the past eight or nine years, have dissolved partnership. The business will be continued under the style of A. Sippel & Son, the father taking into partnership, his son Walter, who has been associated with him for the last six years.

A. Sippel was born in Berlin, and about thirty years



ADAM SIPPEL



H. A. HAGEN

ago started to learn the shoemaking trade in that centre. He worked at the bench until he started in business for himself, in company with H. A. Hagen, of the Hagen Shirt and Collar Co., Limited, the latter embarking in that line a few months after launching into the shoe business, but retaining his interest in the store. Mr. Sippel is a gentleman who knows nearly everybody in Waterloo County, and has always given the public courteous and efficient service. The firm first started at 7 King street east, but later removed to 19 King street east, where they have one of the

largest and most attractive establishments in western Ontario. It has an imposing front and spacious interior.

Mr. Hagen, who is withdrawing, has been an alderman in Berlin for several years. He is identified with important industrial interests and is a successful business man. He has always taken a lively interest in sport, and is one of the directors of the Canadian League Baseball Club and an enthusiastic lawn bowler. He will devote his whole time to his manufacturing interests.

CHARGED WITH ATTEMPT AT FRAUD

Herbert Capewell, who a few years ago was a candidate for the mayoralty of Toronto, was charged in the Toronto police court, that fraudulently and knowingly by false pretences he did attempt to obtain from R. H. Tremble and J. J. Tierney, one-half of all sums of money received or to be received as commissions from the Aylmer Shoe Co., Aylmer, Ont., the Murray Shoe Co., London, the Cook-Fitzgerald Company, London, Ont., and others, arising out of the procuring of contracts for the supply of goods by the latter to the Government of the Dominion of Canada, with intent to defraud."

After a week's remand the case came up before Police Magistrate Denison, on October 29th, and was sent on to a jury for trial.

LEATHER FIRMS GETTING BUSY

The Breithaupt Leather Co., of Berlin, report that the leather trade generally is improving and a great demand has sprung up recently for various lines of hemlock and oak soles, especially of heavy grade, which is now used most extensively in English and French army boots. It is only within the last month that the British government has started using hemlock for army soles, hence the great demand at the present time. The consequence may be that prices will advance somewhat, as stocks are low and the demand for the home trade is also steadily increasing.

The Acton Tanning Company, Acton, Ont., is running overtime now in turning out leather for army saddles, bridles, belts, etc. Large orders are being received from manufacturers using this line of leather. Orders are coming almost daily, and this department is consequently rushed. One day last week an order came from a saddle manufacturing firm in Calgary for the shipment by express of 9,000 pounds of army leather. The shipment was made next day. The express charges on an order of this size to Calgary amount to over \$500.

MAKING SHOES FREE FOR BELGIANS

The Weston Shoe Co., of Campbellford, Ont., conceived the idea of showing their sympathy in a practical manner with the Belgian sufferers on account of the war. The firm laid before the town council a proposition to make a contribution of shoes for women and children, provided the town would pay for one-half the stock used, the firm to pay the other half. The proposition was favorably received by the council. The employes of the shoe factory, when interviewed, all heartily agreed to give their time in making the footwear free of charge. A number of wholesale leather firms have become interested and are assisting in the worthy cause. The work is now well under way and about 1,000 pairs will be made for the Belgian refugees. The plant is working overtime and on Saturday afternoons so as not to reduce the employes' wages or decrease the regular output of the factory. Such a plan might well be adopted by other shoe manufacturers.

In the case of the Weston Shoe Co. it was enthusiastically entered into by the employes with not a dissenting

voice. It is expected that the goods will be made by November 10th. Several firms helped in the matter by offering material at reduced prices, considering the worthy object in view. The Bonner Leather Co., of Montreal, and Beardmore & Co., Toronto, gave donations of leather for the cause, while such firms as A. R. Clarke & Co., Toronto,



FRED W. WESTON, CAMPBELLFORD, ONT.

Clarke & Clarke, Toronto, C. S. Hyman & Co., London, Colles Leather Co., Aurora, Davis Leather Co., Newmarket, and Fisk, Limited, Montreal, accepted very much less than regular prices for the lines supplied. Frank & Bryce, of Toronto, have contributed all the thread gratis.

The Weston Shoe Co. state that, while they seem to have been getting considerable publicity over this matter



RICHARD WESTON, CAMPBELLFORD, ONT.

of making shoes for the Belgians, such a thought was never in their minds when they went into it. "After all the Belgian people have done and suffered," remarks a member of the firm, "we feel that if the British nation does not make up for it, so far as human power can do, by alleviating distress and

putting things back in as good position as they were, we shall be unworthy of the traditions that have been handed down to us."

STYLE TENDENCIES FOR SPRING

An analysis of the principal style features of men's and women's shoes for next spring is furnished by the "Shoeman" as follows for men:—

Recede or "slope" toes a trifle higher and fuller. Vamps same length as before.

Heels a little higher—7/8 to 9/8 inch.

Circular vamps, many of them foxed and perforated.

Laced style continues popular in the high grades; blucher style leads in medium and low grades.

Outside stitched lace-stays in some high-grade styles.

Women—Modification and improvement of stage last.

Narrow, flat, recede-toe lasts still in vogue in cities.

Increased use of fabrics in both low shoes and boots.

Colonials favored. Smaller tongues and ornaments.

Heels: higher Louis and half-Louis designs; wood-covered heels in demand; leather-covered Louis, "spool" and Cuban designs on welted shoes.

Combination 2-inch arch with 1½-inch heel for metropolitan trade.

Multitude of strap or "bar" designs in colonials.

BUSINESS IS PICKING UP

"We were surprised to find on visiting among Halifax retail shoemen last week that things were running along so satisfactorily with them," says the Maritime Merchant. "The closing down of the car works in the north end of the city had been expected to be very much felt, but one of the largest stores in that district reported both September and October

sales a little better than last year. The proprietor said he had been agreeably disappointed with the way business had been coming along with him and he thought other shoemen were finding it quite as good.

THEY WILL KEEP DRY THIS FALL

Recently "Foot Prints," which is the bright monthly organ of the Canadian Consolidated Rubber Co., Montreal, announced that a "Dominion" raincoat would be presented to shoe retailers whose birthday anniversary proved to be the most popular. It appears that Christmas Day, December 25th, turned out to be the favorite and raincoats have been sent to the following:—A. B. Langenfeld, Lena, Man.; Thomas A. Sullivan, Bonny River, N.B.; John E. Coburn, Harvey Station, N.B.; John G. McKay, Inverness, N.S.;

CONDENSED ADVERTISEMENTS

Two cents a word. Minimum charge for an advertisement 50 cents
Cash must accompany all orders.

FOR SALE—BOOT AND SHOE BUSINESS—In one of the best manufacturing towns in Canada; population 5,500; stock about \$4,000; in first-class condition; up-to-date; store a going business; reason for selling, going into manufacturing; don't write unless you mean business. Box 91, SHOE AND LEATHER JOURNAL.

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.



CANADIAN MADE BY CANADIAN WORKMEN

AT this time, when efforts are being made throughout the Dominion to boost Canadian-made goods, it is perhaps timely on our part to assert that

"YAMASKA" STAPLES

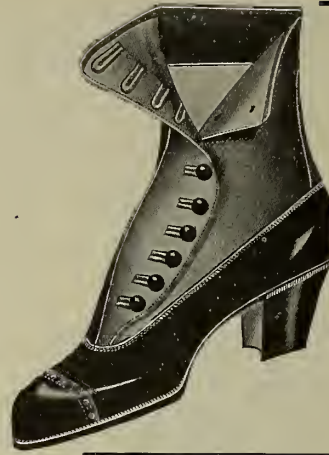
are essentially a Canadian product. But it is not on this basis alone that we desire your consideration of our line. "Yamaska" shoes have achieved their high reputation solely on their merits, and the dealer who stocks them for next Spring will find that the "Yamaska" line is the most profitable and easy-selling line of staples he has ever handled.

THE "YAMASKA" SALESMAN
WILL SOON BE WITH YOU

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE QUEBEC



Harry W. Perry, Port Maitland, N.S.; A. D. Joseph, Windsor, N.S.; E. B. Herron, Courtland, Ont.; H. L. Stratton, Aylmer, Ont.; J. P. Naughton, Elgin Mills, Ont.; R. J. Brittain, Thornloe, Ont.; Madame Eug. Belisle, Belisle's Mill, Que.; J. A. Fournier, Beauce Junction, Que.; Louis Girard, 964 Ontario E., Montreal, Que.; Max Winters, 4th street, Shawinigan Falls, Que.; B. E. Margulius, Humboldt, Sask. The next most popular day is September 12th, and the following retailers, who were lucky enough to be born on that day, each received "Diamond" Hot Water Bottles:—E. R. Muir, Bassano, Alta.; W. E. Porter, Kentville, N.S.; Geo. R. Smith, Londonderry N.S.; F. A. Crowell, Sydney, C.B.; Harry Clark, 250 Ottawa street, Hamilton, Ont.; A. Lynch, Almonte, Ont.; W. R. Cole, Mitchell, Ont.; E. Stubbs, Sault Ste. Marie, Ont.; A. N. Sherk, Sherkston, Ont.; C. M. Lake, Gooderham, Ont.; J. A. Pinet, 1925 St. Lawrence Blvd., Montreal, Que.; W. W. Miller, Main street, Biggar, Sask.



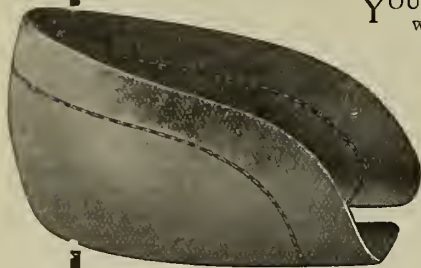
McKAY SEWN SHOES

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
Wood & Baggs, Room 3 Athena Bldg., 163 1/2 Church St. Toronto, Ont. M. 5484

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



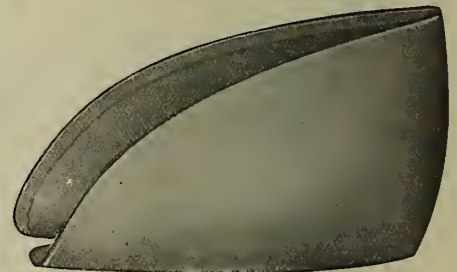
McKay Specialists

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

Order This Raw-Hide Fibre Counter For your next run.

Guaranteed to outwear the shoe. None but the very best material is used in its manufacture.



F. BLOUIN
CORNER OF COLOMB AND NELSON STREETS : 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.

KANGAROO

We are Headquarters for all Finishes, Grades and Kinds

Sheepskins Skivers "Ryc" Matt Kid

RICHARD YOUNG CO.

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

Branch: 54 South Street, BOSTON, MASS.

CHEAP BOOT LACES DETRACT

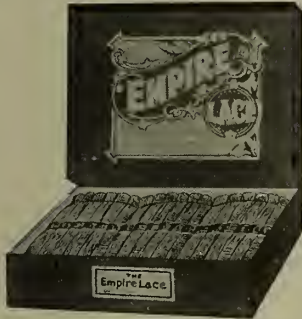
from the appearance of good footwear. Cultivate trade in **Better** quality Laces that will **improve** and **be in keeping** with your fine shoes.

Your customers do not expect these nice Laces free of charge, as they would ordinary ones. They are quite ready to pay 5 cents per pair for laces that are folded and banded in pairs, and look attractive—made up in one gross fancy carton, suitable for window or counter display.

These three qualities are **Good Laces, Low Priced.** Each can be sold at 5 cents per pair, showing profits from 300 to 400 per cent.

THE EMPIRE

A Good Polished Cotton Lace
Gents' 36 in. Ladies' 45 in.



THE ROYAL

Spiral Tagged. Tags that Stay On
Gents' 36 in. Ladies' 45 in.



THE FLAG

A Silk Finished, Soft Lace. Will Stay Tied when New. Fast Color and Tags
Gents' 36 in. Ladies' 45 in.



THESE SELL WELL! TRY THEM!

COMPLETE STOCK CARRIED BY CANADIAN AGENTS

E. W. McMARTIN Montreal, Read Bldg., 45 St. Alexander Street, Main 2371
Toronto - - - 20 Wellington Street W., Main 2994
FRASER MATHER CO. 228 CHAMBERS OF COMMERCE WINNIPEG, MAN. **W. H. VASS** VANCOUVER B.C.
BRITISH MADE THROUGHOUT BY **BROUGH, NICHOLSON & HALL, Limited** - **LEEK, ENGLAND**

PACKARD'S "IMPERIAL BRAND" Over-Gaiters and Leggings

MADE IN CANADA BY PACKARD'S

THE LATEST STYLES ARE
WHITE, LIGHT GREY and TANS
also
BROCADED SILK
GAITER TOPS.

These give the effect of a cloth top shoe to a pump or oxford.

How about that Window Display of
OVER-GAITERS
Ever Tried It?



In order to **SAVE DELAY** we beg to ask that you will anticipate your wants and place your order **AT ONCE** if you have not already done so.

DO NOT DELAY—DO IT NOW

NOW is the time to
Educate the Public.

The season is on NOW.

GET OUR GAITER CATALOGUE

L. H. PACKARD & CO., Limited, Montreal
BUY MADE IN CANADA GOODS

**NO DIAMOND
TRADE MARK
NO FAST COLOR**



**NO DIAMOND  TRADE MARK
No Fast Color**

Get this fact firmly fixed in your mind. It may be the means of saving you considerable annoyance and inconvenience; for, if you will insist that the diamond trade mark shall appear on the surface of the eyelets in the shoes you order, you will be entirely free from any complaints regarding "Brassy" eyelets. Fast Color Eyelets are the only kind that cannot wear "Brassy." They enhance the good appearance of shoes more than any other accessory used in their manufacture; and, made as they are, with celluloid tops of solid color, they do not grow old but retain their bright, new appearance long after the shoes are worn out.

The diamond trademark is a sure cure for all eyelet troubles. Only the genuine Fast Color Eyelets have it.

United Shoe Machinery Company
of Canada
MONTREAL, QUE.

122 Adelaide St. W., Toronto 492 St. Valier St., Quebec



So-Cosy
TRADE MARK
Shoes for Baby


are made a little better than some folks think necessary, but we think **nothing is too good for Baby.** Baby's mother thinks the same, and it pays to please her.

THE HURLBUT CO. LIMITED
PRESTON CANADA

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



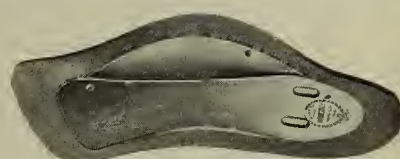
Unloading Hemlock Bark at the Penetang Tannery Docks of the Breithaupt Leather Co.

Our Specialties:
 "Penetang" Hemlock Sole
 "Eagle" Hemlock and Union Sole
 "Trent Valley" Oak Sole, in sides, backs and bends
 Tap Soles still at old prices

The Breithaupt Leather Co. Limited
 Head Office: Berlin, Ont.



FIRST AID FOOT RESTUR



SURGEON'S FOOT BRACE

Get the People Coming to You

as the man in town who can intelligently advise them, as to how their foot troubles may be relieved. You can do so by carrying a good assortment of our scientific appliances.

Arch Props and Supports, Heel Cushions,
Bunion Shields, Toe Strates, Foot Powder, etc.

We are the one firm in this line who resolutely refuse to supply drug stores and other cut-price concerns who unfairly compete with bona fide shoe dealers.

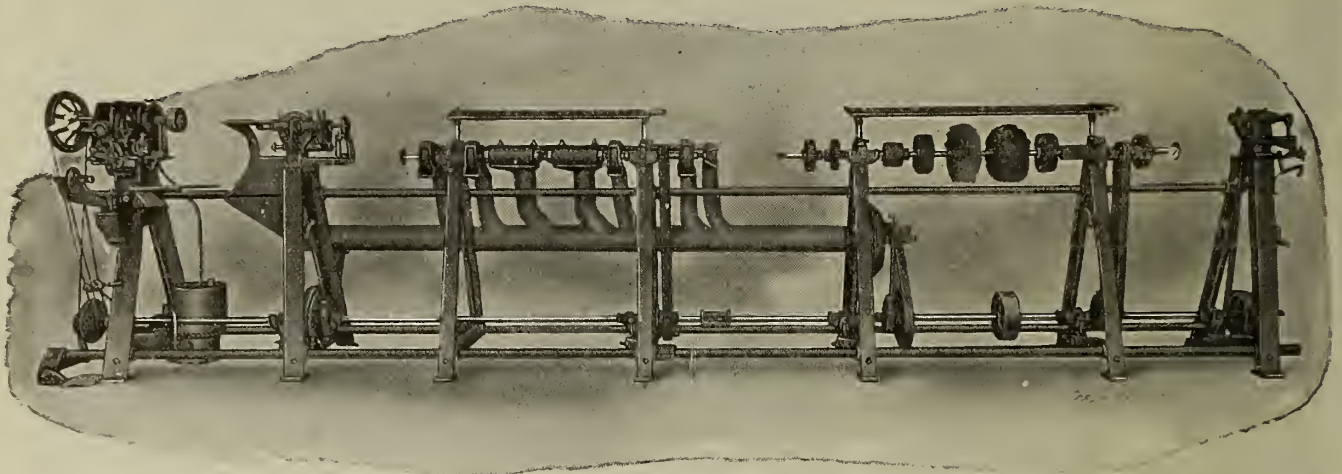
*Your Jobber Will Supply You.
If he cannot, please write us direct.*

**The Canadian Arrowsmith
Mfg. Co., Limited**

Niagara Falls - - Ontario



22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY

OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

TEBBUTT SHOES

“Made-in-Canada”

*THE
Professor*

PAT. N^o. **+** 119409
GOLD CROSS
SHOE



Built Anatomically
Correct. Conforms
Perfectly with the
Natural Contour of
the Foot. Patented
Cushionetted Inner
Sole Facilitates
Walking.

Among the real
certainties of the
shoe trade are the
two shoes here
illustrated.

This is proved
by their record.

Smart enough to
please the man
to whom style is
a matter of high
importance.

Perfectly made
from perfect
materials and
having patented
constructional
features that
protect the health
and promote the
comfort of the
wearer.

No wonder they
are the best of
good sellers the
whole year round.

Doctors
ANTI-SEPTIC
SHOE
PAT 1906 1909
NON
PERSPIRO



Waterproofed Soles
and Uppers. Patent-
ed Sole. Keeps Foot
at Normal Tempera-
ture in hot or cold
weather.

THE TEBBUTT SHOE & LEATHER CO., LIMITED

THREE RIVERS, P.Q.

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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

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

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



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

REGAL SHOES



Style 1525—BARRISTER—Black Calf Bal.
Cost: \$3.90 Retails: \$6.00

REGAL SERVICE

is something we are proud of—something for you to be glad of, because it makes you money by pleasing those customers for whom you must send to the factory for shoes not in stock at the store, but wanted immediately.

Our In-Stock Department was instituted to make money for you as well as for us.

35 Styles

In Stock, ready to ship at all times. Snappy lasts to suit all tastes. Very latest models.



Style 1613—ASTOR—Cloth Top, Patent Button, Plain Toe
Cost: \$3.90 Retails: \$6.00

REGAL SHOE CO. LIMITED
IN-STOCK DEPARTMENT
102 ATLANTIC AVE. - TORONTO, ONT.

Clark Bros.' New Factory Nears Completion



After the fire, which completely destroyed our plant on September 29th last, we immediately concluded arrangements for re-equipment. By the middle of December we shall be manufacturing in our new building.

Winter and Spring Business



JOHN F. CLARK, PRESIDENT

important to note that we are using the best oak sole leather as well as oak inner and oak counters, while for topping, full grain matt calf is used exclusively.

Ask your jobber for our lines.

*INQUIRIES SOLICITED
FROM THE WHOLESALE TRADE*

Clark Bros., Limited
St. Stephen, N.B.

All our most popular-selling lasts have been replaced and a number of new ones secured, that will greatly strengthen our line. We are specializing in

High-Grade Imitation Goodyear Welts For Women In All Leathers

The product of our new plant, which will be sold by wholesale houses throughout the Dominion, will be characterized by the same excellence in style, fit, workmanship and finish that has caused our line to be so well received by the trade

It is im-



JAMES F. CLARK, TREASURER



**THE
SHOE & LEATHER
JOURNAL**



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How Bright Shoe Retailers Capture Trade
of Reading Public



The Way Shoe Dealers Can Make Money
Out of Side Lines



Reasons Why Certain Shoe Men Never Get
Results From Advertising



Handling Dissatisfied Customers in the
Matter of Repair Work



How Much Net Profit Does Each Dollar
You Take in Yield

Acton Publishing Company Limited



Toronto and Montreal





Shield Sandal—No. 35 Last
In Patent and Dongola



Gaby Pump—Last No. 53
In Patent, Tan, Gun Metal and Cloth
Combinations



FLEX-WELT

Note where the shoe bends

The FLEX-WELT shoe shown above has stood the test of time and competition in a remarkable way, and is still one of our large sellers.

“Business As Usual” FOR “Kingsbury” and “America’s Beauty” Shoes

¶ This is due partly to the excellent range of spring samples in all lines that our representatives have been showing. ¶ Without doubt it is the best range we have ever placed on the market—*none excepted*. ¶ It has only needed a partial examination by any buyer to show why our representatives are so enthusiastic over these lines. ¶ And every dollar’s worth of orders that has come to us gets a return in *actual shoe value*—which is better than paying 30 per cent. into the Custom House.

SEND IN ANY BELATED ORDERS NOW.

Kingsbury Footwear Co.

Limited

Specialists in Ladies’ Footwear
MONTREAL



Women’s Button
Patent Forepart, Dull Calf Foxing, Brocade
Top, Spool Heel, Small Steel Ornament



FOR MEN:

*Murray-made
and Derby*



THE charm of distinctive individuality, backed up by the soundest quality in every detail of material and construction, account for the increasing vogue of MURRAY-MADE and DERBY for Men and CLEO for Women. The sample line for the spring season 1915 is inspiring. See it when the MURRAY SHOE man calls.

The Murray Shoe Co., Limited
LONDON, ONT.

Montreal Branch:

FRANK J. McKENNA, Sole Agent, Read Building, St. Alexander and Jurors Streets

FOR WOMEN:

Cleo



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
MONTREAL, Que.

122 Adelaide St. West, Toronto

492 St. Valier St., Quebec



“Made-in-Canada”

Sentiment Grows by Leaps and Bounds

It is not only patriotic, but practical, to buy “Made-in-Canada” shoes. There are many patriotic reasons why you should buy Canadian goods ; there are also *practical* reasons. The public is being educated by means of a vast newspaper campaign to ask for home manufactured products, and to insist on getting them. This fits in so well with present popular sentiment that the dealer who buys Canadian goods will find such action to his very great advantage.

Getting closer home, when you buy from Ames-Holden-McCready, you have three specialized factories and a big IN-STOCK Department at your service. No order is too large, and none too small to receive our prompt and courteous attention.

Travelers are now out with the best range of Samples we have ever shown

Ames-Holden-McCready, Limited

MONTREAL

ST. JOHN

TORONTO


WINNIPEG

CALGARY


EDMONTON

VANCOUVER





*Built
for
Good
Service*





Always—

good-looking and always good wearing.
In short, always completely satisfactory.

Kant Krack



Dainty Mode

These well-known, time-tried brands are positively the world's best values in rubber footwear.

Mail Orders Promptly Filled by any of these Selling Agencies.

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.
- White Shoe Co. - - - - - 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 - - - - - Montreal, Que.

Independent Rubber Co. LIMITED

Merritton - - - - - Ontario



“London Fox” Model

- ¶ This shoe is one of the very newest models to bid for popularity among the gentler sex.
- ¶ Wherever it has appeared it has at once created a marked demand, especially among buyers who demand the exclusive in footwear.
- ¶ It is a real aristocrat among women's shoes—a common characteristic of J. & T. Bell's lines for women.

J. & T. BELL, LIMITED

MONTREAL, CANADA

Makers of High Grade Footwear

and

Sole Makers of the Dr. A. Reed Cushion Shoe
“The Easiest Shoe on Earth.”

“NUGGET” OUTFITS



A NICE LOOKING, QUICK SELLING LINE THAT SHOWS
YOU A GOOD MARGIN OF PROFIT

Why not make a display in your Window?

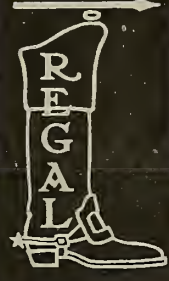
The Nugget Polish Co. Limited

9, 11 and 13 DAVENPORT ROAD

TORONTO, ONT.



REGAL SHOES



Made In Canada

Regal Shoes are *Canadian-Made* for *Canadian Trade* in our big Toronto factory. The styles are identical with those sold in our 18 New York stores. The quality, workmanship and finish are the same high standard as our United States factories produce.

We have 35 fast-selling styles ready to ship out the day your order comes in.

Exclusive Selling Rights open now in towns where we are not represented.



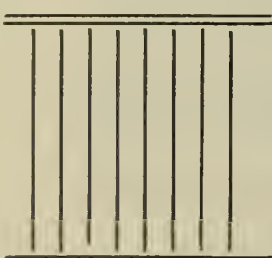
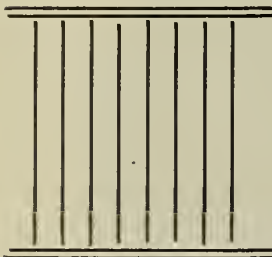
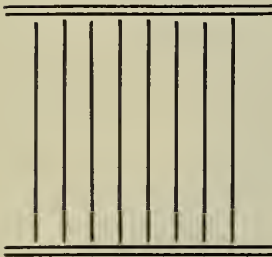
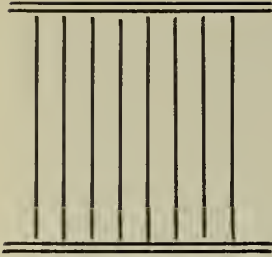
WESTON—STYLE 1526
Heavy Black Calf Blucher, double sole
Cost \$3.50 - Retails \$5.00



CANADIAN—STYLE 1515
Boarded Black Calf Blucher
Cost \$3.50 - Retails \$5.00
Also in Patent Leather and Button
Style, in Black Calf.

IN-STOCK DEPARTMENT

REGAL SHOE CO., LIMITED
102 Atlantic Ave. Toronto, Ont.



Union Shoes for Union Men

The retailer who meets the demand of every possible buyer in his town handles Union Stamp footwear.

Dealers who do not carry Union Stamp shoes are not soliciting their rightful share of the shoe business of their city.

The Union man will have Union shoes for himself and his family. He demands them and if he cannot obtain them will turn elsewhere.

To you, Mr. Retailer, who advertise Union Stamp shoes the tide of trade is turning.

You cannot afford to neglect the Union trade, and even the man who does not buy Union shoes merely because of Union principles recognizes the high quality of Union Made footwear.

You have nothing to lose and all to gain by carrying these shoes.

Let us send you to-day a list of manufacturers who make shoes bearing the Union Label and add a live selling asset to your business for the coming year.

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 the American Federation of Labor

246 Summer Street

BOSTON - - MASSACHUSETTS

JOHN F. TOBIN
General President

CHAS. L. BAINE
Gen. Sec. Treasurer



The "CLASSIC" Shoe



Profit in Cash and Satisfaction

A shoe that costs you so much that it allows you little room for profit, is nearly as bad as a shoe which yields a good profit but doesn't give satisfactory service.

In the first case you can't make any money, and in the second, your customers never come again.

Protect your profit and increase your trade by selling

The "CLASSIC" Shoe for Women

Sold at prices which allow us both the necessary margin of profit, at the same time insuring the satisfaction of the consumer.

You won't find crude workmanship in the "CLASSIC" Shoe. Every shoe produced in the "CLASSIC" factory is neat, attractive, up-to-date and a good server.

You'll find your trade will materially increase by handling this well-known line.

GETTY & SCOTT Limited

Manufacturers of the "Classic" Shoe for Women, Misses and Children

GALT, ONT.

Miner *and* Shefford Rubbers



Do not place yourself in the uninviting position of being out of certain lines when your customers need them. Such unpreparedness loses valuable customers needlessly.

You can phone, wire or write your every need to our nearest branch office, and you can be sure of immediate sorting service.

We're very busy, but not too busy to note carefully every request, regardless of the size of your order.



The Miner Rubber Company, Limited

GRANBY

MONTREAL

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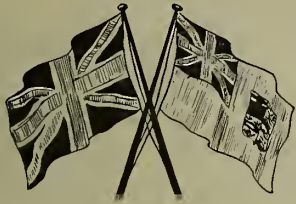
OTTAWA

LIST OF SELLING AGENTS

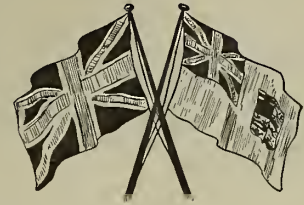
- Blachford, Davies & Co., Limited, 60-62 Front Street West, Toronto, Ont.
- Coates, Burns & Wanless - - - - - London, Ont.
- Dowling & Creelman - - - - - Brandon, Man.
- R. B. Griffith & Co. - - - - - Hamilton, Ont.
- J. M. Humphrey & Co. - - - - - St. John, N.B.
- J. M. Humphrey & Co. - - - - - Sydney, C.B.
- Jackson and Savage, Limited - - - 78 St. Peter St., Montreal, Que.
- The Wm. A. Marsh Co., Western, Limited, 72 Princess St., Winnipeg, Man.
- The Miner Rubber Co., Limited - - - 225 Queen St., Ottawa, Ont.
- The Miner Rubber Co., Limited - - - 21 Notre Dame St., Quebec, Que.
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MINER
MEANS
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As Good as Gold



These days of Uncertain Trade Conditions and Fluctuating Values the business man looks for something he can readily turn into money.

TRICKETT'S

are as good as Cash in the Bank or Government Bonds. They sell when more expensive lines languish on the shelves. It is as natural for people to come in and ask for Trickett's as it is for them to call for a pound of tea or sugar. They are known from one end of the British Empire to the other as the

BEST AND CHEAPEST **SLIPPERS** IN THE WORLD

The dealer does not have to make a market for them, nor spend money pushing them. Every buyer comes back for more. Trickett's sell themselves.

Don't Get Cold Feet

and let hard times and war talk frighten you out of your best chance for turning over a few extra dollars this season. As soon let your insurance run out as let your stock of TRICKETT'S go down. And, let us whisper in your ear the hint that you will save money by ordering as full a supply as possible NOW. A look at the leather market and the rising cost of other materials will convince you of the wisdom of this.

Your Jobber Has All Our New Lines.

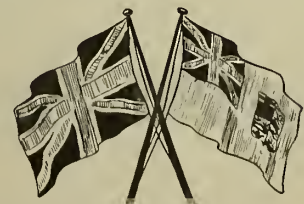
Sir H. W. TRICKETT (1914) LIMITED

WATERFOOT (Near MANCHESTER)

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"Business as Usual"





**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

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21 Day
Delivery
Service



“REO”



“LIPTON”



“YALE”



“CLUB”

Friendmakers All!

Our lines have the quality that bears out their smart, distinctive style. Thus they not only sell quickly but give that high degree of satisfaction which promotes confidence in the brands and in the integrity of the dealers who sell them.

“Monarch”
“Brandon”
“Dr. Brandon”
Cushion Sole

21 Day
Delivery Service

All rush and mail orders
delivered in 21 days

Guaranteed

The Spring range which our travelers are showing is immeasurably superior to the common run.

All our Brands have



the Union Stamp

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Brandon Shoe Co.
Limited

Brantford - Ontario

**THE
ROBSON LEATHER CO.
LIMITED**

**OSHAWA - ONT.
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CHROME PATENT SIDES

VELOURS SIDES

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GUN METAL SIDES

**HEAVY STORM LEATHER
OF ALL KINDS IN CHROME
AND COMBINATION TAN-
NAGES**

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MONTREAL, P.Q.

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QUEBEC, QUE.

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Established 1852

**Manufacturers of
SHEEPSKINS
Of all kinds**

Our sheepskins have been
the standard for quality
and colors in Canada for
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**PACKARD'S Profit Bringers
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**IMPERIAL
OVER-GAITERS and
LEGGINGS**

BIG SELLERS—JUST NOW.
Are you getting your share?



BOUDOIR SLIPPERS



MAKES ONE OF THE DAINTIEST XMAS
PRESENTS THAT CAN BE GIVEN

In all Sizes and Colors for
WOMEN, MISSES AND CHILDREN

**INFANTS'
SOFT SOLE SHOES**

OVER ONE HUNDRED
LINES TO CHOOSE
FROM



A USEFUL XMAS PRESENT
FOR THE BABY

**L. H. PACKARD & CO.
LIMITED
MONTREAL**

MADE IN CANADA

**Dominion
Calf**



FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co., Limited

NEWMARKET ONTARIO

Overcome All Foot-Troubles

that afflict your customers by recommending the use of ARROWSMITH appliances, and thus earn reputation as well as profit. There's an ARROWSMITH appliance capable of relieving almost every known variety of foot ailment.

Heel
Cushions



Toe
Strates

Arch Props and Supports
Bunion Shields, Foot Powder

Important Note We do not sell our products to drug stores or other price-cutting concerns, being the only manufacturers of foot appliances to protect the bona-fide shoe dealer in this way.

If your jobber cannot supply you, please write us direct.

**The Canadian Arrowsmith
Mfg. Co., Limited**

Niagara Falls - - Ontario



**"First-Aid"
Foot-Restur**
Rests the Feet

To adjust:—Insert button hook in the hole in heel of upper plate, swing out plate as shown in fig. 2, bend it over the edge of a table or chair until it has the proper elevation, then swing it back into proper position.





28 "Service" Branches Throughout Canada

Canadian Consolidated
Rubber Co. Limited
MONTREAL P.Q.



FILL UP THE GAPS

in the ranks of your stock of
rubber footwear by sending us
your Sorting order to-day.

OUR RESERVE FORCES

are held in readiness awaiting
your commands at each and
all of our

28 "SERVICE" BRANCHES
THROUGHOUT CANADA

Write Our Nearest Branch



Canadian Consolidated
Rubber Co. Limited
MONTREAL P.Q.

28 "Service" Branches Throughout Canada



SHOE & LEATHER JOURNAL

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TORONTO, NOVEMBER 16, 1914

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How Some Bright Shoe Dealers Capture the Trade

What Representative Retailers Have to Tell the Public—Crisp, Catchy, Telling, Forceful Phrases Found in Their Newspaper Ads—How Style and Service are Presented and Good Fitting Qualities Emphasized

"Wiggett's shoes are the choice of well-dressed people, giving made-to-wear comfort and always displaying the newest modern styles."—J. A. Wiggett & Co., Sherbrooke, Que.

"Parrott has let loose from one end of the province to the other—Saskatoon, Regina, Moose Jaw, Prince Albert and Weyburn—footwear for all occasions. Saskatoon's largest commercial shoe dealers."—The Parrott Shoe Co.

"This store is planning for the greater prosperity which is coming, which is just around the corner. We are planning to give you greater accommodation in our already big store, to give you better service if we can, better shoes if possible; the prices we cannot better, but we will not raise them. Every shoe we sell must be worth your money. The shoes herein described have made the 'Come Back Customer.'"—Alex. Chisholm, 1687 Dundas street, Toronto.

"To become familiar with the quality of a Regal is to know the best-valued shoe. This finely benched shoe—with the possibilities it offers for style, ease, service and individuality—will appeal to the fancy and reveal the judgment of any discriminating man or woman."—Regal Boot Shop, 556 St. Catherine street west, Montreal.

"Our boot and shoe sale is a real success and satisfied customers say it deserves to be. They confess that they received a pleasant surprise when they came into the store. There are two things the Jap Co. stands for—bargains and courtesy. You can be the judge of both."—The Jap Co., Calgary, Alta. (Richardson's old shoe house).

"Your new fall shoes—we're positive they're here, sir; put your feet into a pair of our shoes and you will be pleased with their appearance at once. Our kind of men's shoes are the productions of the best makers of men's shoes. The new fall styles are models of expert shoemaking."—Walter G. Willis, Dependable Shoes, Seaforth Ont.

"Boots and shoes for tender feet—the sort of shoes that make your feet happy—a wonderful assortment to choose from. Personal expert attention given to every customer.

Write us, we can fit you by mail."—Russell's, 292 Yonge street, the home of the famous "Phit-Ezee" footwear.

"My stock of fall shoes has arrived, having bought them early. I will not raise the price on any lines as long as my present supply lasts, but buy early and secure the best." J. W. Thompson, Buckingham, Que.

"When the wet, slushy fall does come, remember that we are headquarters for rubbers of all kinds, and warm, cosy footwear, to suit any member of the family, from Grandpapa to baby."—J. R. Scott, Treherne, Man.

"Our shoes combine style, comfort and durability."—S. J. Osgood & Sons, Cookshire, Que.

"Down town purchasing is largely a matter of habit. Here you have my personal attention which means years of practical experience in fitting the feet stylishly yet comfortably. We make your shoe buying here as comfortable as in your own home. Our stock is large and varied, our prices are the same, or lower, for similar goods in the down town stores. If we haven't it, we'll get it and quickly. Why not call in regarding your next pair."—R. S. Ritchie, 357 Roncesvalles avenue, Toronto.

"We aim to sell the best shoes possible—to show more choice styles in men's shoes than anybody else—to give greater satisfaction at any stated shoe price than can be obtained at any other store. We have shoe satisfaction in store for you if you come here."—J. H. Longmire & Son, Bridgetown, N.S.

"A study of the styles shown and other lines which we sell will help to make contented women. Our shoes assist people in walking, as they were born to walk."—Jas. Sutherland, Westville, N.S.

"We fit all feet. Your health and disposition depend on the fit of your shoes. If your feet feel pinched or burn, do not blame your shoes, but the salesman who sold them to you. In fitting shoes correctly, every peculiarity of the

foot must be taken into consideration. Our salesmen have made a careful study of scientific fitting and will not sell any shoes that will pinch, burn or rub."—The Eastern Supply House, Melfort, Sask.

"Our shoes and hose fit well and wear well. We sell the better kind."—The Wm. Mitchell Co., Limited, Kincardine, Ont.

"Remember our shoes come direct from the factory to you. All goods are marked in plain figures and a child can buy as cheap as a grown person. With our fifty years' experience in the shoe business, we have learned a great deal, and thoroughly understand the wants of the people. We prepay all mail or express charges on shoes or rubbers and refund your money if not satisfied, when goods are returned in right condition, and within a reasonable time."—The J. J. Haines Shoe House, Trenton, Belleville, Napanee and Smith's Falls.

In the corners of the advertisement are the words: "Cash Sales," "Established 1864," "No Credit" and Phone number.

"Rubbers, overshoes, suit cases, bags, mitts, gloves and socks at a grand special price all this month. Do not fail to get in on this big shoe sale, which is to be introductory in character."—D. A. Gibson's New Store, 146 Saskatoon avenue east, Portage la Prairie, Man.

"At the opening of the fall season 'Home of Better Shoes' offers its services to people who are interested in obtaining the best satisfaction. We find our prices in every instance the lowest possible, consistent with high quality."—McRae's Shoe Store, Campbellton, N.B.

"We are showing the latest lasts in men's shoes. Step in and see them."—W. J. Chantler, Moose Jaw, Sask.

"At work or at play, your feet should be perfectly clad. You are not at your best in ill-fitting shoes. Comfort, satisfaction and style are embodied in every pair we handle."—Ely, the Shoeman, Wiarton, Ont. Terms strictly cash.

"We are particularly strong on a good assortment of boots and shoes for men, women, boys and girls. We claim also to give you good value, besides showing you class and style."—J. H. Baggs, Petrie's Crossing, Nfld.

"Listen! This is important! If you have a complaint to make on shoes we sold you—depend upon it—we will make you satisfied. No dissatisfied customer allowed to leave our store. We stand behind every pair we sell. You know what that means."—Johnston's Big Shoe House, Limited, New Westminster, B.C. Sign of the Electric Boot.

"The Honest Shoe Store. Shoe news of new shoes. The new season's productions in footwear are arriving daily. They show class and style. You will have a wide range for selection."—C. F. Wolfe's Shoe Store, Port Colborne, Ont.

"A man who comes here for his shoes will get shoes that are better and different from the kind that the man will get who goes most anywhere for his footwear. The man we serve will get more style, more service and far better value for his money than the man who passes us. Expert service and fitting."—J. W. Scovil Co., Limited, St. Stephen, N.B.

"The qualities that the shoe-buying public is always looking for are always found in the brand bearing the letter

'K' on the pull strap." Wholesale jobbers, Stevenson Bros., 109 Powell street, Vancouver, B.C.; supplied by H. E. Munday, Government street, Victoria, and Cowichan Merchants, Limited, Duncan, B.C.

"This new Paris button boot, made with a full leather Louis heel and black cloth or silk tops, is one of the handsomest styles ever offered by us. The boot has been imitated, but never equalled. The demand for it is tremendous."—Glass Bros. Walk-Over Boot Shop, 222 Eighth avenue west, Calgary, Alta.

"The cold weather will soon be at hand, so come and look over our stock of felts and overshoes. You will save money by buying now. Everything reduced."—The American Shoe Store, Limited, Edmonton, Alta.

"Our shoes include the celebrated 'Doctor' Special, heavy-weight sole walking boots, made by Bell, so much worn last season, made in tan and gunmetal, button and lace. Fall importations of 'Kingsbury' boots. These are the best medium grade you can get in Canada—none better."—Dimock's Shoe Store, Windsor, N.S.

"Smart and shapely shoes, such as particular men and women like to wear—not over heavy and uncouth, like ordinary damp-proof shoes. There is a great difference between 'Duk-Bak' and the ordinary shoe."—W. E. Porter, Kentville, N.S.

"Every purchaser of a pair of shoes between 8 a.m. and 12 noon on Friday and Saturday will have a street car ticket given to them to return home. We do this to help our clerks, as it spreads the business over the day."—The Jap Co., 216a Eighth avenue east, Calgary, Alta.

"A trial solicited. A clear deal assured. Watch our Wednesdays. Our stock of rubbers is complete."—Central Park Shoe Store, R. Seeds & Co., South Vancouver, B.C.

"The 'The Rambler' shoe for men is the most reliable on the market. It is our own make and nothing but solid leather is used in its manufacture. In tan and black. Try a pair."—Parker & Munroe, Limited, The Shoemen, St. Johns, Nfld.

"We have the best school shoes money can buy. Really reliable and in all leathers. We do first-class repairing."—Thos. Cresswell, 391 Talbot street, St. Thomas.

"For long wear and solid comfort, try a pair of cushion soled shoes at \$4.50. Boots satisfactorily repaired."—M. White, Markham, Ont., The Old Reliable Store.

"The home of good shoes for the whole family. You can prove to your own satisfaction that our shoes are all that we claim them to be by wearing a pair."—Estate of S. H. Nichols, Berwick, N.S.

"We are receiving daily all the newest fall styles in men's and women's footwear, children's school shoes especially."—J. W. Ingraham, North Sydney, N.S., The Young Men's Store.

"Specials for men. We offer 200 pairs of box kid lace shoes, leather lined. A real bargain for \$3.00."—John Langan, Sarnia, Ont.

"If you find that our repairing is not better than the repairing you have been getting in the west, we do not

demand pay for it. Yours for business."—Western Shoe Repairing Co., Weyburn, Sask.

"We do your work promptly and quickly. Our motto is good workmanship, best of material and right price."—E. Mason, boot and shoemaker, Killarney, Man.

"Newspaper display week. All lines advertised are made by honorable manufacturers. Guaranteed solid insoles and counters."—Downey's, Brockville, Ont.

"We extend to you a hearty invitation to make our store your headquarters. Fall stock of lined and heavy rubbers and a great display of fall footwear. Come in and let us show you the greatest value in fall shoes and rubbers."—Peel, The Shoe Man, Owen Sound, Ont.

"Patriotism in footwear. At what cost? Are they Canadian-made? Yes. See them and be patriotic. To see is to long for and the result will make us both happy and patriotic."—G. A. Meloney, North Sydney, C.B.

"We also invite you to see our new fall styles in high shoes. Their quality and price will prove interesting."—Knox's Shoe Store, The Store of Quality and Service, Bowmanville, Ont.

A Big One-Price Bargain Day on Thursday. Those familiar with this store know that only on very rare occasions is the term "bargain" used in our announcement. This is an unique event and the term aptly fits the wonderful values planned for Thursday.—John Murphy Co., Limited, Montreal.



A PLEASING DISPLAY OF LADIES' EVENING FOOTWEAR

A very attractive window of evening footwear was recently installed in the store of Knechtel & Co., Stratford, which resulted in a large amount of extra business. The floor was covered with green carpet, and over the carpet was lace work, with a puffing of cheese cloth around the inside of the window. Along the mirrors there was a panel about seven inches wide, puffed with white and illuminated with white frosted electric lights. Air plants and green sprays were grouped over the top. The word "Fall" was in the background, which was made of rustic branches and entwined with grapes. The pedestals were draped with green velvet and green sprays and made a pleasing contrast for the satin slippers. Vases, with beautiful red and white roses on the

pedestals also helped to make the trim decidedly attractive, and to show off the goods to advantage. A beautiful wax figure of a handsome lady artistically dressed in a becoming evening costume, imparted a life-like appearance to the window, which was not crowded, and as a result, many new purchasers were drawn into the store. The Knechtel Company believe that original window trims pay handsomely and they always carry an up-to-date stock of evening footwear in all the best makes. The appropriate and effective setting, an illustration of which is seen on this page, was successfully carried out by Ed. M. Wegenast, window dresser for this enterprising Stratford firm, who carefully plans all the details of his work.

Why Side Lines Are Profitable to the Shoe Store

Some Reasons Why the Shoe Dealer Should Expand—Good Profits Can be Made—What Lines Sell Best—How to Boost a Side Line—Some New Avenues of Trade

What shoe merchant does not sometimes sigh with regret when, in looking over his books, he figures out what a greatly increased margin of profit he would have were it not for the large hole made in the gross earnings of the store by the heavy rent of the establishment, the cost of lighting, and other items of upkeep that go to reduce profits.

"What a pity it is," the dealer will say to himself, "that I am forced to pay such a heavy rent, and that the wages of my help run into such high figures. If it were not for some of these heavy items, shoe retailing would indeed be a profitable game, and one well worth while devoting one's energies to. However, I suppose it can't be helped, and I am no worse off than most other dealers. If I am to hold my patrons and keep increasing the volume of customers, I must be located in a first class location, and I might as well decide to close up at once, as adopt the 'cheap help' policy of employing salesmen."

Perhaps you have repeated these same words to yourself time and again. Anyway, most shoe dealers have. The average retailer is satisfied, however, as we might say, "to drop back into the old rut," and continue to pay out his profits to the wholesaler, landlord, store help, and other people, until the balance left over is barely enough to keep on operating the business.

There are exceptions, however, to the general rule, and you will sometimes find a shoeman who rebels against accepting such a small remuneration for his labors. Suppose we dig up a man of this type, and christen him by the name of Jones.

The Case of Jones

Now, Jones, besides being a deep thinker, is also a man of action, and once he decides on anything, sets out immediately to carry out his plans. He does not claim to be a genius, but nevertheless, has a fairly good opinion of his abilities, and is willing to take a reasonable chance when he sees an opportunity of making money. Therefore, without wasting any time sympathizing with himself on the smallness of his annual profits, he decides that the only thing to be done is to look around for a means whereby he will make more frequent use of the store's cash register. Naturally, he will decide that the easiest and most logical solution of his problem lies in his installing one, or two good money-making sidelines in his establishment. There are, he finds, half a dozen good side issues that he thinks could be made to pay were they handled rightly, such lines as findings, traveling goods, hosiery, etc.

Jones realizes that with the capital he has at hand he cannot go ahead and install half a dozen different departments aside from his shoe line, and make them pay. But he ventures a try at one of the more promising prospects, which is the trunk and bag line. He secures a stock, advertises his department and backs his advertising by having a first class selection of traveling requisites. By every means in his power, he pushes and develops his sideline, until it is bringing him in a comfortable income each year. Thus he solves his problem.

How Drug Stores Are Affected

Every shoe retailer is more or less in the position of this man Jones, at the outset. And like him, they will ask themselves, "Are sidelines worth while?" Perhaps the best answer one can give to this question, is to direct the

attention of the merchant to the retail drug business. The trade of the druggist in recent years has changed so much, that nowadays, you will find many druggists who will tell you that the drug end of their establishment is the least profitable of any of their departments. Perhaps it is the soda fountain and tea room that gets most of the trade, or it may be that a large candy or cigar business is being catered to, but it matters not, for when these departments were added to the drug business folk didn't take to them any more at first and in fact, not as much as they will to any one of the sidelines you install. The time has come, nevertheless, when the drug store without two or three different departments is no longer looked upon as up-to-date, and many of the larger city druggists handle almost everything except wearing apparel, speaking of course in a broad sense.

The possibilities in the shoe business are in one way just as large. Which do you think the proper place to secure a pair of shoe laces or a tin of shoe polish—the grocer's or the shoe dealer's? As conditions are at present, many people are obliged to purchase shoe findings they desire, at the grocery or general store.

Profits Are Good

The question of what profits are to be had in these sidelines is the all important one to the shoeman. Many are of the opinion that it is useless to embark on a new venture unless they can make an overwhelmingly large profit, out of proportion altogether to what can be expected of a sideline that must of necessity receive the lesser part of the dealer's time, attention and interest. The sideline cannot be expected to show profits as large as the volume secured from shoes, nor can it be expected to bring in profits nearly as large, but one or several good side issues will bring in a great many extra dollars, which, when added together will total a nice amount.

Supposing you only make enough on your sideline to pay the rent of the store, don't you think any time you have given to it is time well spent? The operating expenses of the store are just as heavy before the installation of a findings or traveling goods department as they are with it. The only expense entailed is that of keeping up your stock. When you started in business, you undertook to pay outside of the cost of your stock, bills for rent, wages, taxes, lighting and all other items of up-keep in order that you might have a permanent stand from which you could dispose of footwear. Yet, when it comes to adding other departments, many shoemen hesitate or have not the courage to go ahead, merely from thinking of the cost of stocking up in the sideline, even though they are aware that they will be put to no extra up-keep expenses.

What Are Proper Side Lines?

There are, as the writer stated earlier in this article, numerous different lines of goods that can be disposed of in the shoe store. However, we will mention only a few of those lines which no up-to-date shoe store should be without, lines for which the shoe store is the only logical distributing point. Take for example, findings. This class of goods is very much neglected by most shoe merchants. The utter necessities, such as shoe polish, laces and other smaller items are perhaps carried, but no attention is given to those articles for which a demand can be created, articles that might be called foot luxuries, although strictly speak-

ing, they are necessities with many people, when we consider the numerous ills and troubles suffered by most folks through their feet. These articles alluded to are comprised of the different foot-easers, ankle and arch supports, rubber heels, corn cures, and various other items designed to give more foot comfort and relieve pains or aches. Then there are inner soles, boudoir slippers and other such lines that really are luxuries. What live shoe merchant cannot create a demand amongst his patrons for these lines, and thereby secure for himself a regular income from them?

Another strong sideline that every shoe store should have is the traveling goods department. To the credit of the Canadian shoe man, it can be said that he is becoming more aware everyday of the possibilities of this department in the shoe store, and the trunk and bag manufacturers are adding a much increased number of shoe dealers to their list of customers each week. There is still a very large number, however, in the different towns and villages of Canada who have not awakened to the possibilities presented to them. There are three different classes of stores selling traveling goods. These are the saddler, general store, and the shoe merchant. In fact, there are a large number of clothing establishments who handle a limited line also. Which of these four has the most right to sell trunks and bags, speaking from the consumer's standpoint? Is it the saddler, who caters to the needs of horse owners principally, the general store where a pot-pourri of everything is carried, and which can only hope

to carry a very limited stock, the clothing emporium whose logical line is dry goods, or is it the shoe store where leather goods are carried? An impartial judge must surely answer—the shoe store. A traveling goods line fits in with a stock of footwear to perfection, the shoeman is a judge of leathers, he can afford to put in a better selection, and the consumer naturally turns to the shoe store to have his wants satisfied, when he desires to purchase a trunk or bag. There is a good margin of profit in traveling goods sales, and unlike footwear, the dealer can give an order one week and receive it the next, and very often in even less time, as the manufacturer always keeps what to the shoe manufacturer is an in-stock department.

Another line that might be mentioned is hosiery. Very little attention is given to this branch of the business by most Canadian shoe dealers, although in the United States, the field is covered thoroughly by the shoe retailer. There are, however, quite a few dealers in Canada, in the cities principally, who have a regular call for hosiery, and whose trade in this line is increasing all the time. Hosiery will not dispose of itself of its own accord, but when properly pushed, will be found to sell readily, and it is an easy matter to sell to a customer buying a pair of shoes, several pairs of socks or stockings of a hue that goes best with the shoes just sold. It can be seen at once what possibilities are presented to the shoe man in this line, as the shoe store is given over to foot furnishing, and cannot one call hosiery foot furnishing.

T. R. MCKENZIE

G. W. TALLAMY

H. B. FLESHER

J. C. SABIN

L. W. HALL

JOHN M. DOYLE

W. A. ALLAN

J. A. MCKENZIE

J. P. CARPENTER

G. L. ALLAN

H. W. FRASER

A. VIGELIUS

Vancouver and Victoria STAFF

CANADIAN CONSOLIDATED RUBBER CO., LIMITED

Why Some Men Never Get Results From Advertising

Copy is Loosely Prepared and No Attempt is Made to Back Up the Claims Presented—Show the Shoes in the Window That You are Talking About—Consult Your Staff in the Lines That You are Pushing—Some Timely Pointers

"I do not get paying results from my advertising, so far as I can see," declared a London shoeman to the SHOE AND LEATHER JOURNAL the other day, "I put in an ad. three columns wide and four inches deep in our papers here, two or three times a week, and I get few responses. I do not know whether the fault is with me, with the mediums which I select, or with the style of my advertising."

An examination of this man's ads. for some weeks back showed several faults, or what might be termed shortcomings. In the first place, there was employed a number of old style, jagged cuts, which did not adequately fit the description of the shoes. In the second place, the headings to his announcements were not timely or catchy. The body matter of the space lacked snap and decisiveness. Very little information was conveyed in the reading, except that he had a large and well-selected stock of fall goods from the leading makers in Canada and the United States, that styles were never more attractive than at the present time, or values more tempting, etc. Along with this was coupled the advice that shoes were likely to go up in price and the public should buy now, before the raise took place and while selections were good.

Lacks Both Point and Punch

This general sort of advertising is too non-committal—it lacks push, point and "punch." It does not strike home, nor carry conviction. Advertising will not build up a business—the business must be built upon service and satisfactory goods. Advertising may bring patrons to the store, but, unless they go away pleased in the matter of value, style, wear and attention, they are not likely to return. We are told that "Providence helps those who help themselves," and too frequently shoe retailers do not help themselves in the matter of advertising, that is, they do not assist it in any way, but expect their publicity plans to do all the work and effect any change that may be brought about.

Now, on inquiry it was found that this retailer did not display in the window the lines of shoes that he was advertising in the local papers. If he had pasted up a copy of his ad. on the window and had a hand pointing to this announcement, it would have drawn the attention of passers-by and they would naturally look at his display to see if they could find the shoes that were being featured in the announcement.

It was also discovered by the writer that this man did not consult his clerks in the preparation of his advertisements. They were very often unfamiliar with the contents

of them, and customers had noted the rather "quixotic" expression on their faces whenever they were asked about such and such a line.

On the other hand, a leading Toronto retailer gets splendid results from his advertisements, but he follows an entirely different plan from that of the western Ontario dealer. His experience is rather interesting and is best told in his own words.

Know What You Are Doing

"Yes," he remarked, "I put an ad. in the paper which I think will bring me the best results, every Wednesday and Thursday. We generally have a week-end sale, and I use up-to-date cuts—in fact, have some drawn by an artist or photographed, in order that they may exactly depict the leading points of the shoe. We make a sharp, terse, definite statement regarding our chief brands, and give prices in every instance. We do not misrepresent values, and when anything goes on the bargain table to be cleared out at a certain figure, say \$2.49, \$2.85, \$3.15, or whatever the special price may be, people can depend upon getting something a little extra for their money. All these selections are sorted out early in the week, the price cards are prepared, the clerks are made familiar with the lines to be disposed of, and the result is that there is a unity and "esprit du coeur" among the staff, which augurs well for these sales. We dress our windows with the ranges of footwear that are featured, and paste a copy of the ad. on our windows, attracting attention to it by various means. We have found this plan works very satisfactorily, and a number of people who may not see the advertisement, will often stop and read the announcement in the copy on the window."

"Of course advertising pays, but it must be given as careful supervision in connection with shoes, as sorting, sizing, shelving arrangement, and other details, which go to complete a satisfactory service. I am a firm believer that, unless one is carrying out an introductory campaign with a certain line of goods, that first-class illustrations, bright, breezy descriptive matter, and definite prices, should be given in each case.

Emphasize Some Salient Features

"When bargains are not advertised, then the style points of a boot should be presented to the public, along with emphasis on its smartness, snappiness and up-to-date character, coupled with the good value that is being presented at such and such a figure. The trouble with too many retailers is that they will not take the time to devote a few minutes each day, to the consideration of their advertising. They brush it aside as a thing that can be delayed, and then jot down something or gather together some data at the last minute, and their copy is a jumble or hodge podge.

"I maintain that advertising should be as carefully and conscientiously undertaken as buying, window dressing, stock-keeping or any other department of the store. If it receives proper consideration, there is not the slightest doubt but that it pays handsomely, not only in direct returns, but in store prestige, the creation of good-will, the establishment of a reputation and the association of the name of the dealer with reliable, stylish shoes. No man can estimate these latter accessories, if such they can be called, but in most cases they mean a gratifying increase in business each year, and the creation of a permanent, paying patronage in the shape of a family trade.

FINDS IT FULL OF IDEAS.

Kindly find enclosed postal order for another year's subscription to the SHOE AND LEATHER JOURNAL.

We always read each issue and find the retailers' portion of the paper very instructive and interesting.

It brings one in close contact with men and their ideas, that one could not receive otherwise, except through a live trade paper.

Yours truly,

T. H. STEWART & SON.

Owen Sound, Ont.

Handling Dissatisfied Customers in Shoe Repair Line

Certain Things That the Repairer Should Do—Don't Overlook a Bit of Stitching, a Button Missing, the Placing in of An Eyelet or Hook—Small Matters Count a Great Deal in Pleasing Patrons of the Shop

"Look here—what kind of leather do you call this? It is not many minutes since these boots were soled here."

And the irate customer banged down on the repairer's counter a pair of girl's boots, which bore unmistakable evidence of having been recently repaired, though the soles were worn through.

The repairer sighed and took up the boots. "Well, you see, madame," he began, "when you brought these boots to be soled, you were very particular about having a light sole."

"Yes," replied the angry woman, "but I said I wanted a good sole, but a light one."

This is no imaginary conversation, but was actually overheard by the writer, and illustrates a very common problem in a repair shop. The repairer then explained that this particular pair of boots were made with a middle sole, and that this middle sole was more than usually stout. Had he put on a good sole the result would have been a clumsy job. To all of this the customer listened patiently—and was just about as wise at the finish as she was at the commencement of the argument.

Exercise a Little Foresight

Now, here is where the average repairer is lacking in initiative. The customer particularly wanted a light job, but a good sole, and was willing to pay for it. The repairer comes to strip the job and finds the boot possesses a very stout middle sole. The originality of the repairer does not run beyond finding the lightest sole he can to counter-balance the substance of the middle sole. To remove the middle sole does not occur to him, or, if it does, it is only to give him the impression that he is interfering with the build of the boot. The boot has a middle sole, and there the middle sole must remain. But why? The customer does not understand anything about the boot having a middle, or its removal. All she cares about is that she has not got the kind of job she asked for.

The correct thing for the repairer to have done would have been to remove the middle sole and make a single-soled repair. It is well known that juveniles are heavier and rougher on their sole leather than are adults. If a customer insists on a light sole on a pair of girl's boots, it is a certainty that she will still expect the usual duration of wear. The repairer may point out at the time that a light sole will not last as long as a stouter one, and the customer may appear to accept the statement, but only to forget it if the soles do not wear long enough. The thing is, in such a case, to give good substance and a light edge. The middle sole should be taken clean away. The lasting should then be leveled down, and a stout pair of soles selected for the job.

By the removal of the middle, the rolling or beating of the soles, and the use of the welt plough, the edge can be made as light in appearance as is desired, whilst the material selected removes from the mind of the repairer any doubt as to reasonable wear. It may be argued that the cost of such a pair of soles would be prohibitive, but I am supposing a case where the customer is willing to pay for the class of work required. Should only ordinary price be obtained, the middle sole should be replaced by a lighter middle cut from a split shoulder, and a lighter sole may then be used.

Another type of dissatisfied customer is the following:

A pair of lady's boots are taken in for revolving rubbers only. The rubbers are placed on the top of the top-piece, and in nine cases out of ten the boots come back to have the rubbers removed, as the customer cannot walk with comfort. Now, the same repairer taking in a job requiring O'Sullivan's or other stationary rubber heels, would probably reduce the height of the heel according to the substance of the rubber. But in the case of the revolving rubber, which, of course, is not as satisfactory a shape as the stationary heel, the pad goes on top, though its substance is probably equal to a lift and top-piece. The heel for a revolving pad should be reduced by the corresponding thickness of the rubber. This should be pointed out to the customer, and a charge made for the extra trouble. In most cases, after the top-piece and a lift have been removed, all that is required is the driving of a few rivets round the top lift. If it is a composition heel, however, a top-piece will be required, and in that case it means the finishing of the heel. Heeling in such a case may be done at a less charge than ordinary heeling, as the material required is only such as will form a grip for the screw of the rubber.

I have often heard the remark passed at the counter that "You seem to have made my boots smaller when you repaired them." I have also many times been requested by the benchman to give him "a bit of rough stuff to fill up a bottom," and one of the remarks is often the explanation of the other, and in this way. Some benchmen have an idea that when a boot is stripped, it must be hammered and flattened. This is quite wrong. Most wearers have a peculiarity of their own in molding the insole of the boot to suit their comfort. Then the boot goes to be soled. The bottom is hammered and flattened in a needless manner, and a lump of solid filling is banged in. More hammering when the sole is attached, this time with the heavy double-faced hammer, and the result is a "solid" job. But it is a stiff job—an unyielding one to the movement of the foot, and the wearer finds it quite impossible to get back that "comfort of an old shoe" that the boot possessed before repairing.

Don't Disturb Form of Insole

The repairer should strip off the old sole carefully, and if any hammering of a middle sole is required it should be done on the edge only. If the boot is a welted one, it should be left alone after stripping, so far as hammering is concerned. Another thing, if a hole has been worn through the sole, generally under the big toe position, and a trifle of the filling worn away, it is a mistake to bang on a thick piece of felt or offal. Let it go as it is. Packing that particular spot will only result in raising the bottom at that point, which will mean its being worn through all the quicker. In addition to that, the "bed" the wearer has formed for his big toe will be destroyed. The whole idea is to disturb the form of the insole as worn as little as possible, if the customer's complaint as to "not being able to wear the boots since they have been repaired" is not desired.

Attention to such matters as these, in addition to the remarks I have made as to looking out for a bit of stitching, a button missing, or placing in an eyelet or hook, will greatly help the repairer to solve the problem of dissatisfied customers.—*Boot and Shoe Trades Journal, London.*

What Village Offers Business Man That City Does Not

Presents More Profit, More Contentment and More Possibilities—There is Room in Practically Every Small Centre for Live Man to Buy an Undeveloped Business and Build It Up to Something Big

Experience in a city store is good for the man who is to run a village store, but only as an incident. There is no store education that will help quite so much to teach what the village needs and what it will do for a man as that to be secured right in the village store. The city store experience is desirable as a little variation to broaden the mind and show a fellow that the village is not all there is of it, though as a matter of fact, the village people are usually more broad-minded and less provincial than the average inhabitant of the city.

Why Choose a Country Store?

The outsider takes no account of the goods that become dead stock or those that are sold for just about first cost, nor does he take account of the expenses of selling the goods, expenses which are many times higher in the city than in the village. Not only does it cost the proprietor a bigger salary to live in the city, but it costs his clerks more to live and they must have higher wages, and this condition is not improved by the necessity for selling the goods at a similar profit on account of the more strenuous competition.

To buy for 75 cents and sell for \$1.00 looks to the observer like 25-cent profit. To most merchants it looks like running mighty close to the wind, and as a rule it is running altogether too close. Not many small stores can be conducted profitably on a gross profit of only 25 per cent.

There is no such thing as a place where a merchant will have no competition. There is such a thing though as a place where, if he is a man of brains and ingenuity, he can place himself above competition, can study business methods until he knows so much better than the other fellow how a store ought to be run that he has that other fellow continually on the hip.

It is in the village that the young man has a chance to beat all his competitors to a frazzle. It is in the village that only one or two or three are first-class business men, and it is in the city that one finds a hundred or a thousand good business men, and an indefinite number of cut-throat merchants who will resort to any kind of means to gain a temporary advantage, slashing off profits with a reckless disregard for the impossibility of building up in a year what has been so completely torn down by one advertisement.

More Profit in the Village

The man who thinks that it will not pay him to go into business in a village because there is not business enough there, simply is ignorant of the actual conditions. It may be that he could not get enough of that business to make it profitable, but in a village of 2,000 there are 2,000 people right there to buy from him, and there is a surrounding country that will have an available population of from 5,000 to 50,000 whom he can reach by advertising and possibly induce to buy from him. The man who has success written in his head will not lack for people to buy goods from him in the smallest village, and the man without it could not make a success of the only shoe store in Indianapolis or Olds, Alberta; Golden, B.C.; Waterproof, La.; Overall, W. Va.; Oshkosh, Tuscaloosa, or Medicine Hat. The man is the thing. And the average man will find that his mental equipment has a higher proportionate value in the village than in the city.

You are in direct competition with the best in your town or city, however large or small it may be. It should require no exceptional discernment to see that those who have risen to be the best among a hundred thousand must be better than those who have just made first place in a field of one thousand. Which would you rather have as competitors?

He can succeed. He can build up a business just as big as he has the ability to handle. The size of his business will infallibly be the measure of his ability. In the city that is not true. His ability may be handicapped by a thousand influences entirely outside of his control and not at work at all potently in a village.

No Limit to Village Business

There is no limit to the success possible for a village business. There are instances where in villages of some 500 inhabitants, and that's a pretty small village, stores have been started that have reached an annual turn-over in six figures.

I know of a modest drug store in a village of 1,900 that has cash receipts of \$20,000 per annum. That's a good business for a country drug store with the accompanying low operating expense.

The village shoe retailer with \$20,000 gross receipts may net himself an income of from two to four thousand dollars.

The one thing that has opened the way to the village mercantile success is the development of advertising. In the old days when a man could do no more business than he could extract from the people who might pass his door, there was no such thing as a big village success, and mighty few other big successes.

Now the trade of the world is open to any man who has a little capital and something to sell.

Must Advertise More

In a city a man wins by just one method—advertising ability. In the village every talent he has may be brought to his aid. Is he a good mixer? Then he will make friends who will patronize him and send their acquaintances to his store, even if he were the poorest of advertisers, and I can show you to-day cases where men whose advertising was practically worthless have developed a trade that gave them a good living just by using their personality to that end.

Another man may be a musician and interest in him people of like tastes, or he may be popular in some fraternal order and have all his fellow members working for him. And this does not mean that a man can succeed in any line by neglecting his business for outside interests. The one rule that all merchants must follow until the business has got its growth, is that the proprietor's presence in the store is an absolute necessity just as much as he can be there without imperiling his health.

Of course there are villages that have their business opportunities so well developed that there is little chance for any great new success, but such villages are scarce. There is room in practically any small town for a live man to buy one of the undeveloped stores and build it up to something big.

Keeping From Bankruptcy

There is every reason to believe that it is not the most ambitious man who enjoys life the most. To be successful

in one line and to make a comfortable living at it; that is success enough for most men.

The ambitious man for whom such a success is not enough may branch out, either developing a few lines in a way that shall bring him much business from all available territory, or he may add line after line of goods until he covers many needs of few people, rather than few needs of many people.

In the village all forms of advertising are available for the smallest dealer. The local newspapers are generally issued weekly and all the inhabitants are within reach of distribution either by mail or by messenger. In the city the small retailer is badly handicapped in his desires to advertise. The daily papers are beyond his means and they have too much waste circulation anyway. He has no good mailing list of possible patrons and it is difficult to secure a valuable list. Anyway direct by mail advertising in the city does not get much attention unless from one of the biggest stores. Even the lowly dodger is forbidden by the municipal authorities in many cities.

The small but lively and growing village is the place for the merchant who wants a successful and money-making career. There his business is safely and economically conducted and there he has a standing that is something more than that of a mere atom in the huge conglomerate mass of a city population.

If he proves later to be fit for the big success in the big city, his smaller success will be only the logical stepping stone to the greater. In the village a man may sooner become independent and may sooner be a factor in the community life. It is easier to be somebody there. It is better to be a big toad in a little puddle than a tadpole in a pond.—Frank Farrington, in the Business Philosopher.

Enters Upon New Position

H. B. Pollock, who left this week for Montreal, to assume the duties of purchasing agent for the Ames-Holden-McCready Co.'s factories, is a widely known Toronto shoeman, having recently been Canadian manager for the Regal Shoe Co. For many years previous to the sale of the Sovereign Shoe Co. to the Regal Shoe Co., Mr. Pollock was manager of the former concern, and after the transfer, went to the American factories of the Regal Company, to thoroughly familiarize himself with the Regal systems of purchasing, production and operation. The sound character of his work is evidenced by the success that at once attended the Regal Shoe Co.'s entrance into the Canadian field, which was watched very closely by many American manufacturers, who thought that the venture would not be a remunerative one. It is however, a very widely known fact, that the Regal Shoe Co.'s move has proved a decided success from the start, and to Mr. Pollock's business ability and knowledge of the details of the requirements of the Canadian trade, based on an experience of 25 years in London, Aylmer and Toronto, must be ascribed a fair share of the honor. Many friends will wish him every success in his new and responsible connection with Ames-Holden-McCready, Limited, whose purchases of supplies for their three large plants involve, it is understood, an expenditure of several million dollars annually. The total capacity of the firm is 10,000 pairs of shoes a day.

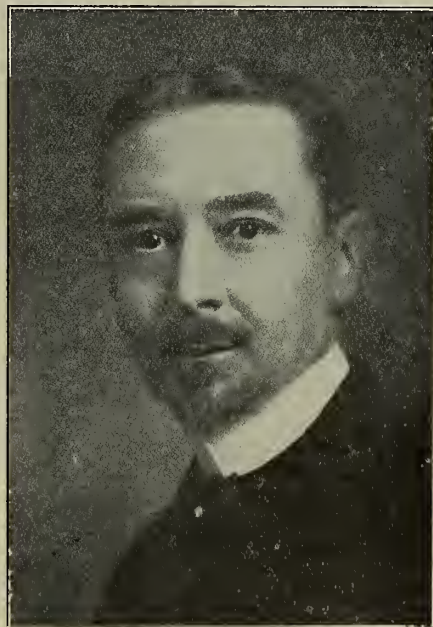
Be More Specific When Ordering

"If shoe retailers in sorting orders do not receive what they want, it is largely their own fault," remarked a representative of a leading rubber firm the other day. "I wish that you could see some of the orders that come into the

warehouse here. You would think that we were mind readers. Here is one for so many pairs of boys' blucher bals, men's blucher bals and girls' white lacrosse shoes, but in the latter case, the dealer does not say whether he wants oxfords or bals. Here is another order for men's rubbers in which the style of toe is given but no mention made of the brand. Now, how are we to know whether this party wants first or second quality. If we ship him first quality he is liable to kick and say he wanted second quality and vice versa. Often we receive letters to ship men's clogs and no sizes are given, only the number of pairs required being mentioned. It is time that the dealers in many parts of the country wakened up and were more specific in stating their wants. They would then have less cause for fault finding and fewer loop holes would be allowed for errors. It would be well for all retailers to use their catalogues more and, when sending in a sorting order, give the stock number and style of toe, state whether they want first or second quality, and stipulate the sizes desired. It is enough to make a shipper tear his hair out to interpret the wants of certain men in the rubber and sporting goods line and if customers would exercise greater care their relations with the warehouse would be infinitely more satisfactory."

Shoeman Retires From Politics

At the last regular meeting of the Maisonneuve City Council, Alderman Oscar Dufresne announced his intention of retiring, owing to the pressure of his other duties. His resignation caused extreme regret to his fellow councillors,



as he has been one of the most active workers in the interests of the prosperous city which adjoins the extreme eastern section of Montreal, and has won the reputation of being controlled by one of the most efficient and go-ahead municipal bodies in Canada.

Aside from his position of Alderman, Mr. Dufresne has served as Chairman of the Finance Committee

Mr. Dufresne is well known to shoemen all over the country, as he is connected with the firm of Dufresne & Locke, Maisonneuve, and has had an interesting and progressive career. Starting as an office boy in Caverhill, Hughes & Co., in 1889, he rose rapidly, and in 1891 went with the firm of Bourgouin & Duchesneau, as cashier. He launched into the shoe manufacturing business, which he has followed for many years, in company with Ralph Locke with great success.

How Much Net Profit Does Each Dollar Taken in Yield

Frequency of Turnover is What Counts in the Shoe Business To-day—One Man Thought Gross Margin of Dollar a Pair Would See Him Through all Right—Having New Goods Shipped in Small Lots is the Plan of Another Retailer.

Ninety cents out of every dollar, if not more, that goes into the cash register or till of a shoe retailer, goes out again. It has to be expended for goods of one kind or another. It has also to be expended in wages, light, taxes, heat, insurance, freight and other incidentals of business. Where many retailers make a mistake, is that they do not know what percentage of their turnover it costs them to do business. Some say 15% and some 20%, and some 23%, etc., but as the volume which a shoeman does each year differs materially, he will find that his percentage of cost in doing business also differs to a considerable degree. For instance, it may cost a man 21% to do a \$10,000 business a year, whereas, if he turned his stock over more frequently, and had modern facilities, he might be able to do a \$15,000 business on 16%.

How Profit is Secured

As a matter of fact, it all depends upon the bulk of his trade as well as frequency of stock turnover. Consequently, many dealers to-day are not making the money they should, for they are loaded up with dead lines, and stock which is not moving, is exactly in the same position as idle capital. A working dollar does more good than half a dozen locked up in a safe and a shoe that works, or in other words, sells, effects more profit in the course of a year, than a whole case full that are stickers.

The trouble with most retailers to-day is that they carry too large a stock or rather, stock that is not of the right kind. There are men in all parts of Canada, carrying ten or twelve thousand dollars in shoe stocks whereas their total income or receipts, is not much more than twelve or fifteen thousand. There appear to be many more who are turning stock over once or once and a half than those who are turning it at least three times, and the men who are doing the latter, are the ones who are making the money.

The old retailer has an advantage over the beginner in this respect, as he should know by years of experience, the class of shoes that his customers want. He is or should be able to meet their requirements to a nicety by careful and judicious buying, whereas the fellow starting business, has to a certain extent, to build up his trade and to find out by experiment and insight, the needs of a community and the tastes of the people.

Tried an Interesting Experiment

Some time ago a bright shoeman conceived the idea that it would be a fine thing to put a flat profit on a shoe, of \$1.00 per pair, and to never vary from this amount, whether the shoe sold at \$3 or whether it retailed at \$6.00. He thought this would cover everything and he estimated that his expenses for doing business were \$5,000 a year, which meant that he would have to sell 5,000 pairs of shoes before making any money. If he sold 6,000 pairs, he would be making \$1,000 clear, and if he disposed of 7,000 pairs having a dollar profit on each pair, he would be making \$2,000, etc. The only trouble with this scheme is that trade varies. The demand of the people either slackens or increases, and there is no fixed volume which a retailer can do from year to year, to enable him to adopt a flat rate of \$1.00 a pair profit, and to know definitely the expenses of doing business.

This might work out very well, if a shoeman could foretell how many pairs he would sell. But, of course, it is impossible for him to estimate correctly.

There is a crop failure, an industry in his town shuts down, a new man starts up across the street, an European

war breaks out or some other cause disturbs local trade conditions and causes a decided slump. The result is that a man's overhead charges, with possibly the single exception of clerk hire, remain the same, but the number of pairs that he can dispose of varies and he discovers that his flat profit of \$1.00 a pair has been knocked all askew.

That is the reason why all progressive merchants figure percentage on the selling price, because on all monies taken in they have a definite profit which, of course, in the aggregate, is proportionate to the business done. Then, again, it is the fairest way to the customer. Why should a man buying a \$3.00 shoe (who possibly has to count every dollar, before undertaking any expenditure), pay a flat profit of \$1.00, whereas the man buying a \$7.00 shoe (who is much better able financially, to hand out that sum), yields only the same margin. In this world it is a generally accepted thing that the higher price an article is, the greater percentage of profit, and if a dealer retailing shoes at a flat margin of \$1.00 can make as much on a cheap line as on a costlier range, why he certainly should confine his efforts to the cheaper grade, for he would not have to invest nearly as much capital; but on the other hand he would lose a lot of customers of the better class, who, in the end, are the most profitable and satisfactory to deal with, for the simple reason that they have money, and buy quality goods. The one dollar flat profit would not work out for several reasons.

The Baker and the Shoe Dealer

In the first place, if a shoe dealer were like the average baker (who knows each day how many thousand loaves his customers will demand, or take) he could get along at a much less profit. The baker is able to make his money by a rapid turnover and although his percentage is very small, still he knows to a definite degree, just how many loaves people will buy each day. Any bread manufacturer will tell you that he can so grade his product that he has very few loaves over, but with a shoe business, it is altogether different. It has certain good selling seasons, while at other times, it is decidedly flat. He has to carry a reserve stock; the baker manufactures each day what he sells. There is no regular systematic, unvarying demand in footwear, therefore, higher profits have to be obtained, and no flat rate of profit can be definitely established.

Here is a suggestion for a man who wants to turn over his stock quickly and to have new goods all the time. A certain retailer told the *SHOE AND LEATHER JOURNAL* that when he ordered 90 pairs of a certain line from such and such a factory for spring, he would have them come in three different shipments of thirty pair lots. Thus he was enabled to have fresh goods all the time—whereas, if he got the whole 90 pairs in at once, he would have to place part of them in his stock room and pay for the whole lot when the draft was presented, although only a few pairs might be sold. Asked if the extra freight did not more than counterbalance any advantage of having the goods shipped in small consignments, he said: "No, because the room taken up in the store, the insurance and the handling would amount to a great deal more than the small sum for extra freight or express, and then," he declared, "we have new goods coming in all the time. Suppose we got in all these 90 pairs at once. In three or four months the clerks would think they were old goods, whereas, when they come in periodically we are able to place them on the shelves at the time, do not have them stored away in the stock room, and there is the enthusiasm and pleasure in selling, which new goods always engender."

Is the Way Being Paved for the Return of Lace Shoes?

A Few of the Best Shops Are Showing Some Extreme High Cuts with Short Vamps for Exclusive Trade—Models Seen With Patent Forepart and White Calf Quarters—Covered Heels to Match—Popularity of Fawn and Grey in Fabrics.

Will the pendulum of fashion slowly swing back to the lace shoe? This is a question now uppermost in the minds of some leading retailers. A few of the best shops in Montreal, Toronto, Winnipeg, and other leading Canadian cities are showing lace boots for women, but they are for exclusive trade and the price ranges from seven to nine dollars a pair and even higher.

Fawn and various shades of grey are the prevailing colors at present and the quarters are all cloth, while the heels which are Cuban-Louis and Louis are built of leather in some instances, but for the most part the pedestals are of wood, covered with the same material as is used in the quarters. The vamps are very short, from one and a half to two inches

$2\frac{1}{4}$ inch vamp, French stage last and $2\frac{1}{2}$ inch full Louis wood, white half covered heel, with white laces. A feature of this boot was a narrow strip of patent leather extending from the vamp to the top on either side of the eyelets, forming a pleasing stay effect.

"These boots are being made and sold in patent with light shades of grey and fawn for the topping."

Speculation Regarding the Future

"The trouble with the lace boot proposition, which is really the very latest fad," remarked a Rochester shoe manufacturer, "is that it is apt to be taken up by the makers of popular-priced boots and put into medium price lines



SOME OF THE LATEST SHOWINGS IN HIGH CLASS LACE SHOES.

on stage lasts and the tops are cut very high, from twelve to eighteen inches, some with hussar effect, others with wave and more slant.

Most of the models displayed have a double lace stay of patent leather extending up the quarter just outside the eyelet row and they also have collars of the same material. Retailers in New York City, Chicago, Boston and other big footwear centres, who cater to the highest class trade, have been showing these shoes for some time and shoe manufacturers are watching the effect with considerable concern. It is said that there is a growing call for lace boots in the Pacific Coast cities. Two or three Canadian manufacturers are showing a few extremely high cuts in their samples for late spring. The button boot has gained tremendous popularity, however, and it will be hard to replace. The only reason for the introduction of the lace shoe is that certain persons want something modish and distinctive before everybody has it.

Some lace styles are being exhibited in black and white which are seen to advantage in walking, as women are wearing shorter skirts. At present the gaiter boot with fawn and grey quarters is exceptionally popular with milady in the larger Canadian cities.

Speaking of the trend of fashion, the Rochester correspondent of the Shoe Retailer says, "I have seen the lace boots in white calf quarter with 17 eyelets, and patent colt

The lace boot to-day is strictly a high grade proposition and I do not believe for one minute that the average dealer should touch them, even for his best trade. Only in very large cities and wintering resorts is this new style of boot being sold, and to people who can pay fancy prices. Of course, it is apt to pave the way for the return of lace boots, but it will be a number of seasons before the button boot is relegated to the rear, if it can be done at all.

"It is not long ago that button shoes were not worn by women at all, yet years ago they were popular and only went out when the lace shoe came back into style. It is argued by some, and doubtless the point is well taken, that button boots have become common, and that the exclusive set want something new. Surely there could be nothing more radical than the departure from medium cut button boots to the high grade, beautiful lace boots of patent and cloth."

The lace shoes illustrated on this page are reproduced from the Shoe Retailer, and are being shown in New York city. The one on the left is a new blucher lace boot, with patent vamp, patent lace stay and collar, tannish brown buck top, with black eyelets and black laces, spanish-Louis black heel.

In the centre is a custom made tan high lace boot, light tan colored box cloth top, tan lace stay and collar, perforated and pinked vamp and heel foxing and tip

which converges to a point and extends well up to the vamp.

On the right is a new patent leather lace model, grey suede top, patent lace stay and collar, slashed vamp and foxing with underlay of grey suede, black enamel Spanish-Louis wood heel, white stitched vamp.

The Popularity of Fabrics

According to another writer in the same journal fabrics are likely to continue in their general acceptance with the trade and a new color has come out in brown shade which is known as "nigger" brown, as it is very dark. One of the interesting developments in connection with the larger use of fabrics in shoe uppers is its influence upon styles. The wide range of color possibilities permit of many beautiful effects, while at the same time economy of manufacture, of prompt delivery, or both, encourages the manufacturer to make a larger use of fabrics. Looking over the advertisements of manufacturers in trade journals to-day, and noting the illustrations of shoes, particularly women's styles, one cannot fail to be impressed with the trend towards fabrics, or note distinctive styles of patterns especially designed for the purpose.

The sales of fabric materials, however, do show a consensus of the whole trade as reflected by the purchases of the shoe manufacturers, which, in turn, reflect their sales to retailers. Viewing the matter on this basis, it is reported that the most popular colors are: Grey in three shades—pearl, mouse and taupe. Fawn is also a popular seller in several shades, running from light to dark. A new very dark brown shade, the brown popularly called "nigger" brown, is also meeting with favor. Then there are the oxford greys and plain blacks. These different colors come in both corkscrew and smooth faced goods, though it is said that the smooth-faced goods have the call. Still corkscrew appears to have won a permanent place.

Newsy Briefs From Quebec

Thomas Voyer, shoe dealer, has assigned. The liabilities are reported to be about fifteen thousand dollars, with assets of the same amount.

Shoe manufacturers report that goat skins have advanced in price and that they are exceptionally hard to secure, especially in the cheaper grades.

The equipment in the premises of F. W. McKeen has been removed by the United Shoe Machinery Co. and shipped back to the factory of the company at Maisonneuve.

The new firm of Legace & Lepinay, which started making boys' and youths' shoes, have branched out into men's lines. They are running to capacity and have orders ahead sufficient to keep them busy for the next two months.

The roof on the fine new factory of Tourigny & Marois, located on St. Valier street, is now finished and the workmen are busy on the interior. The firm expect to occupy their commodious and up to date new premises in a month's time.

A large deputation headed by Herbert Gale, President of the Quebec Shoe Manufacturers' Association, and Messrs. Langlois, Marsh, Warrington, Goulet, Stobo, Lamontagne, Scott, Routier and others, recently waited upon Hon. T. C. Casgrain, Postmaster-General, at Ottawa, in regard to contracts which may be given out for footwear needed by the Canadian contingent and the armies of the allied nations. They asked that they be not overlooked when additional contracts are awarded. The members of the deputation were given a very favorable reception and Mr. Casgrain promised to take the matter up with Sir George E. Foster, the Minister of Trade and Commerce, and see that the Quebec manufacturers received their fair share of future contracts.

The repairs to the building of Marier & Trudel, shoe manufacturers, Quebec, which was visited by a serious fire in September last, are now completed. The cutters have started work again and the other departments of the factory will soon be in operation. The firm are busy on samples.

The military shoe, which was accepted by the French government for army purposes, was a sample from the factory of J. M. Stobo, being drafted and designed by George Belanger, foreman of the cutting room. There were six other samples sent by different firms, and now the order received from the French government amounts to three hundred thousand pairs, totaling in value one million dollars. All the factories will be kept very busy filling the large military order. The shoes will have Hungarian nails in the heel and hob nails on the sole.

A serious fire visited the large factory of Gale Bros. a few days ago, breaking out in the basement. The flames rapidly ate their way up through the office above, and then through the stitching and cutting rooms. The fire broke out in the morning. E. A. Parant, accountant, was the first to give the alarm and soon successive signals brought the entire fighting force of the city department to the scene. Many streams were thrown on the devouring element and tons of water poured into the front portion of the building on St. Valier street. There was great excitement among the employes, particularly among the girls in the stitching room on the third floor, but all were got out safely by the back stairway on St. Helene street, escape by the front stairway being cut off. The making, lasting and treeing departments escaped serious damage, the havoc being confined principally to the office, the cutting and stitching rooms. Gale Bros. soon had a force of men at work making repairs which are now completed. Four of the departments are again in operation and the cutting room began working this week. The fire valuers valued the loss at \$27,000, which Gale Bros. hope will be a sufficient sum to cover their losses.

His Fur Overcoat Led to Arrest

A recent despatch from Chicago, says: Albert T. Wise received an express package yesterday at his rooms at 2156 Alice place. He opened it and found what he wanted. It was his last winter's fur overcoat, which he had written to his home in Toronto to have forwarded to him. Mr. Wise was shaking the moth ball odor from the garment when a man entered the room.

"Is that your coat?" said the man.

"It is," said Wise.

"Here's your man," said the spokesman, stepping aside and permitting two United States deputy marshals to enter the room.

Wise was placed under arrest on a charge of contempt of court in connection with the alleged violation of a San Francisco injunction which enjoined him from selling a certain kind of wire used in machines of the Elliott Machine Company of Grand Rapids, Mich. Detectives started back to San Francisco with him last night.

Trace of Wise was gained through espionage of his home in Toronto. When the winter overcoat was shipped to the Chicago address an operative of the Pinkerton agency accompanied it.

The Elliott Machine Co. supply machines free to shoe manufacturers on condition that their wire is used. It appears Wise was selling wire on his own hook at a price much under that charged by the Elliott Co. in Canada and the United States. L. H. Packard & Co., Montreal, are the Canadian agents of the company.

Open Out in Fine New Store

Richardson's Limited, have opened in fine new premises at 216 Eighth Avenue West, Calgary, and possess one of the brightest and most attractive footwear homes in the West. P. Richardson, who has had several years' experience, has been appointed manager. The location of the Richardson's new shop is central and it contains some 1,560 square feet. The shelving for the stocks is painted white, and the dark mahogany fixtures stand out from this background in pleasing detail. At intervals on the wall on each side of the store large mirrors are placed. They are set in mahogany frames. One of the features of the store is the ladies' rest room in the large balcony at the back. This rest room is at the disposal of the ladies of the city who may meet each other and rest there during their busy shopping hours. The windows of the new establishment deserve more than a passing mention. They are of the new style, double-decked, with large plate glass shelves. This, combined with a tasty background, makes a very pleasing effect. The store is lighted with a pleasing indirect method which gives the shop a cosy appearance. As a finishing touch, a number of fine palms have been placed on the top of the stock shelves.

Dearer Sole Leather and Shoe Laces

Toronto jobbing houses this week advanced the price of sole leather by one cent. Hemlock side leather No. 1, ten sides or more, is now selling at 39 cents, and in less than ten sides 40 cents. No. 2, ten sides or more, is quoted at 38 cents, and in less than ten sides at 39 cents, for jobbing. There is a heavy foreign demand for sole leather, and it is expected that tap soles may be advanced in the near future. The amount of leather entering into military harness, saddles, boots and accoutrements is making a heavy drain on the market supply.

There has also been an advance in full waterproof chrome side leather of about a cent and a half, black being quoted at thirty cents and colored at thirty-two cents.

Most of the leather laces, sold by Canadian findings houses, have been imported from Great Britain, but all dealers have withdrawn quotations and no leather can be exported from the Old Country owing to a recent government decree. Local stocks of leather laces have run very low and prices have advanced from \$2.50 to \$3.50 per gross and will go still higher. Mohair laces will have to be used entirely if the war keeps up. These have been obtained from Belgium but the factories in that country are shut down owing to hostilities. Prices have gone up fully twenty-five per cent. The large shipments of horses to the Old Country from Canada have taken a large quantity of leather for saddles and horse hair for shoe brushes is also much in demand. The price of hair and bristle brushes has in many cases jumped thirty per cent, and the only kind that are selling at the old figure are cheap fibre brushes.

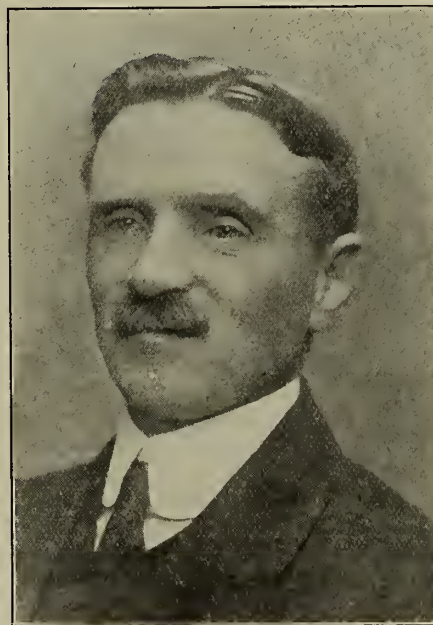
Speaking of the leather market in Great Britain, Fred Dane, Canadian Trade Commissioner, Glasgow, in a recent report says: The scare of two months ago is now a thing of the past, and a steady amount of business is being put through. Prices are higher, but this is not preventing trade. Tanners are naturally in a very strong position. All classes of heavy leather are in exceptional demand owing largely to the military requirements. Makers of boots suitable for military purposes are said to be refusing orders, the pressure is so great. The demand for heavy leather has affected the medium and lighter weights. All descriptions of heavy bends are in active demand, and high prices are being paid. Medium weights, too, are selling freely, as a certain number of heavy soles can be obtained from them. As light averages have been scarce for some time, the prices for them are extremely firm. Bellies are somewhat scarce, and are

in demand at advanced prices. There is a fairly steady demand for dressing and shaved hides, and prices have advanced. Waxed kip butts are higher in price than ever. The supplies are short and it is generally thought they will be even more so before the new lots are ready.

Regarding the suggested embargo on Canadian hides, a leading sole leather firm writes the *SHOE AND LEATHER JOURNAL* as follows:—"We see no reason whatever for placing an embargo on hides and skins leaving Canada, and we think it would be poor policy to do so. The American Government placed an embargo on their hides being moved at all, owing to the foot and mouth disease, which is prevalent in a good many states. They, however, are making arrangements to remove this embargo under certain conditions."

Big Slipper Firm is Busy

In a personal letter to Mr. James Acton, the President of the Acton Publishing Company, Limited, Mr. Oliver Eatough, Managing Director of Sir H. W. Trickett Limited, says: "I was disappointed in not being able to see you all in Canada this season, but you know the circumstances which were the cause of my having to cancel that arrangement. I am glad to say we are keeping very busy, and have been so, all along the line. We are experiencing great difficulty as regards supplies of sole leather; and not only leather, but other materials such as felts and similar fabrics are still advancing. Seeing that our trade is such that we have to have the orders four to six months ahead,



OLIVER EATOUGH, MANAGING DIRECTOR SIR H. W. TRICKETT, LIMITED

especially for Canada, Australia and South Africa, we are naturally in an awkward position, as leather merchants will not sell so far ahead, so that it is impossible to meet our requirements. Any advance we are asking on our goods is only what is required to make up the difference in cost of raw material.

"As to the war, if ever there was a war that was righteous this is one. For to my mind the principles of the 'Sermon on the Mount' are being carried out, even though the method is a very cruel one. But still the principle of the strong helping the weak is at the bottom, and I am proud, as I am sure you are, to be under the protection of the British flag. Our leaders did everything that lay in their power to bring peace, but the revelations that have come out since the war began have only proved that the

'Mad Mullah' of Europe, namely the Kaiser, was bent upon conquering the whole of Europe, and England in the bargain. To my mind there is no question as to the ultimate result of this war, because I believe it is a righteous one, for—

"Right is right since God is God,
And right the day must win;
To doubt would be disloyalty,
To falter would be sin."

How Easterners View Embargo

Will the present embargo on the importation of hides from any point in the United States, because of the foot and mouth disease prevailing among cattle in many States there, curtail the work of Fredericton's three large industries—The Hartt Boot and Shoe Company, The John Palmer Co., and The Palmer-McLellan Shoepack Company? This is a question that is not only worrying the large manufacturers but the leather trade in all parts of Canada, says a Fredericton despatch. As a result of this embargo the price of leather has already advanced 2 or 3 cents per pound in the past few days, and it is difficult to say what the future will bring forth.

Ald. John A. Reid, of the Hartt Boot and Shoe Company, said, something in the nature of an embargo had been expected by the shoe manufacturers and the Hartt Company were well supplied with leather for the immediate requirements. "We have been expecting this embargo for some time and are supplied for a time at least, but prices are going up and it is hard to say what will happen." The John Palmer Company and the Palmer-McLellan Shoepack Company may be hit as a result of the embargo, as they have imported a large portion of their hides from the United States. They don't anticipate, however, that their plants will suffer as the outcome of the embargo so far as can be seen at present.

Equipment For Boys at Front

In the list of contracts for army shoes which have been awarded by the Militia Department for the Canadian Overseas Forces, several shoe manufacturers in Ontario have shared in the contracts. Some of the factories have completed their orders while others have to make delivery early in December. The contracts have not been made public nor has any detailed list been given, but it is known that the following shoe firms in Ontario have been favored with orders for army boots and "rest shoes," the figure for the former being \$4 per pair, and for the latter, made of duck, \$2 per pair: Murray Shoe Co., London; Cook-Fitzgerald Co., London; John McPherson Co., Hamilton; Williams Shoe Co., Brampton; Valentine & Martin, Waterloo; E. T. Wright & Co., St. Thomas; Regal Shoe Co., Toronto; Relindo Shoe Co., Toronto; Brandon Shoe Co., Brantford; W. B. Hamilton Shoe Co., Toronto; Aylmer Shoe Co., Aylmer, and others.

Ottawa advices also give the following firms in connection with other contracts: Rubber sheets, of which 100,000 have been ordered, divided between the Gutta Percha and Rubber, and Dunlop Companies, Toronto; Canadian Rubber Company, Montreal, and Walpole of Granby. Price \$1.60; Overshoes, 100,000 pairs at \$2. Principal contractors—Kaufman Co., Berlin; Canadian Rubber Company, Montreal, and Gutta Percha and Rubber, Toronto.

An order for 300,000 pairs of soldiers' shoes has been given to the Quebec Boot and Shoe Manufacturers' Association by the French Government, through the Hon. L. P. Pelletier, representative of the Province of Quebec in Eng-

land. This news arrived last week when Herbert Gale, of Gale Brothers, chairman of the association received a cable containing the offer and the conditions of the contract. A meeting of all the manufacturers interested was held and it was decided to accept the offer, which will give \$1,000,000 to the Quebec shoe trade. The first 100,000 pairs will be delivered in France by the end of December, and the balance in January. It is rumored that the British War Office will also give a substantial order to the association, which includes twenty-five factories.


Two New Brunswick shoe manufacturing firms, the Hartt Boot and Shoe Co. of Fredericton, and the J. M. Humphrey Co., Limited, of St. John, are to share in the business arising from the equipment of the Canadian forces, and workmen are now busy turning out the orders for shoes which have been received. The Humphrey Co., of St. John, tendered for the manufacture of 3,000 pairs, and their tender was accepted with instructions to complete the order by December 15th, and the rate of 1,000 pairs each fifteen days, until 3,000 are finished. The demand for their regular lines is continuing so satisfactorily and business conditions are so encouraging, that it would not have been possible for the company to have accepted a larger order, and this was why their tender was for 3,000 pairs only.

Popular Shoe Traveler Weds


The marriage was celebrated at the home of the bride's parents, 459 MacKay street, in Montreal, on November 12th, of W. George Borland, son of late Wm. F. Borland and Mrs. Borland, to Miss Jessie Eveleigh, daughter of Mr. and Mrs. Joseph Eveleigh. Only the immediate relatives of the bride and groom were present. Mr. Borland, or "George"



as he is more familiarly known to his many friends, is very well known in the footwear trade. He is connected with Messrs. Jackson & Savage, Montreal, representing them in Quebec Province and Eastern Ontario. The family of the bride is also a prominent one in the shoe and leather world, her father being president of J. Eveleigh & Co., Limited, Montreal, trunk and bag manufacturers. To the East Mr. and Mrs. Borland left on their honeymoon. As a testimonial of their esteem for him, Mr. Borland's fellow workers presented him with a beautiful cabinet of cutlery along with a suitable address.



AMONG THE SHOE MEN.



The Klassy Boot Shop, Montreal, has assigned. H. C. Benson, shoe dealer, Queen street west, Toronto, has assigned.

G. Musselman, shoe retailer, of Preston, Ont., has made an assignment.

Richardson & Co., shoe dealers of Calgary, have sold out to the Jap Co.

A. S. Many & Co., shoe manufacturers of Montreal, have recently registered.

W. V. Mathews, of Ames-Holden-McCready, Limited, Montreal, was in Boston last week.

The Rena Footwear Co., Montreal, have installed some new machinery parts in their factory.

W. D. Wilbur has sold his shoe and grocery business at Delhi, to his father, W. H. Wilbur.

Tom Stedman, of the Stedman Shoe Co., Winnipeg, was in Toronto last week on business.

E. T. Wright & Co., Inc., Rockland, Mass., have increased their authorized capital to \$600,000.

J. S. Fraser, shoe dealer, of Pembroke, Ont., was in Toronto recently calling upon the trade.

John Shier, of Shier & Mullen, Cannington, Ont., was in Toronto recently on a visit to the trade.

H. R. Emery, of Blachford, Davies & Co., Limited, Toronto, was in Montreal last week on business.

O. H. Vogt, of the Great West Felt Co., Elmira, Ont., is on a business trip to Winnipeg and the west.

G. C. H. Lang, of the Lang Tanning Co., Berlin, recently visited Chicago and other American centres.

M. J. Wilson, of wholesale and retail harness firm of M. J. Wilson & Sons, Ottawa, passed away recently.

A. Levy, 260 Yonge street, Toronto, has returned from a visit to New York, Boston and other shoe centres.

P. I. Hersey, vice-president of the Regal Shoe Co., Boston, Mass., was in Toronto recently on business.

A demand of assignment has been made in the case of Percival & Graveline, shoe manufacturers, Montreal.

C. J. Fitzgerald, of the Cook-Fitzgerald Co., London, Ont., is spending a few days in New York and Baltimore.

R. B. Gravlin, of the White Shoe Co., Toronto, was a caller at several Montreal factories during the past week.

S. J. Grosch, of the Grosch Felt Shoe Company, Milverton, Ont., recently spent a few days in the west.

J. A. Matheson, of Beardmore & Co., leather manufacturers, Toronto, is on a business trip to the Old Country.

C. Gourlay, of Gourlay & Fogelberg, Limited, shoe manufacturers, Berlin, was in Toronto last week on business.

The Perth Shoe Company, of Perth, has received an order for 2,500 pairs of men's boots for the Militia Department.

J. W. Baldwin, shoe dealer, of Sault Ste. Marie, Ont., was in Toronto last week calling upon the members of the trade.

E. P. Mullarkey, of the Wm. A. Marsh Co., Quebec, has returned from a business visit to Boston and other shoe centres.

McManus & Co., shoe dealers, 456-458 Queen street, Fredericton, N.B., have sold out their business to Arthur V. Rowan, who will continue it under the same name. The

members of the late firm have gone to San Diego Cal., to reside.

Frank Perry, representing Hoag & Walden, Lynn, Mass., was in Toronto last week showing a fine range of samples.

H. L. Daville, Boston representative of C. Parsons & Son, leather dealers, Toronto, spent a few days in Toronto recently.

James T. Sutherland, of Kingston, representing the Cook, Fitzgerald Co., London, was in Toronto last week on business.

S. G. Amero, manager of the London branch of the Kaufman Rubber Co., Berlin, was in Toronto last week on business.

Jas. Muir, Jr., of the Jas. Muir Mfg. Co. Maisonneuve, Que., has been on an extended business trip to various points in the West.

Clayton Hurlbut, of the Hurlbut Co. shoe manufacturers, Preston, Ont., has returned from a business trip to Boston and other cities.

T. J. Mooney, formerly with Ames-Holden-McCready, Limited, Montreal, has accepted a position with the James Muir Co., Maisonneuve.

J. B. Keany, formerly with the Slater Shoe Co., Montreal, is now foreman of the sole leather room of H. Jacob & Sons, Norwalk, Conn.

J. Schwartz, of L. B. Wasserstrom, leather dealer, New York City, was in Toronto, London, and other cities last week on purchasing expedition.

Howard C. Blachford, of the firm of H. and C. Blachford, Toronto, is spending a few days among the shoe centres of the New England states.

George Stockand is opening a new shoe store in Edmonton at the corner of First and Jasper avenue, which will be up to date in every particular.

Bert Packard, of L. H. Packard & Co., Montreal, has returned from a visit to the larger American cities, including Boston, New York and Philadelphia.

S. H. Parker, of the Solid Leather Shoe Co., Preston, Ont., was in Toronto last week on business and reports that his firm are very busy working full time.

J. J. Connor, Western Canada representative of McLaren & Dallas, Toronto, has returned from an extended business trip through the prairie provinces.

The U.S.M. Co. recently installed one of their new six-foot shoe repair outfits in the establishment of Gustave Groesenek, 13 Hickson street, Verdun, Que.

E. D. Pretty, of the Blachford Shoe Manufacturing Co., Toronto, has returned from an extended business trip in Northern Ontario in the interest of the firm.

Frank B. Dunlap, Sydney Mines, C.B., has installed in his establishment, through the U.S.M. Co. of Canada, a 16-foot Goodyear Shoe repair outfit, model "N."

The shoe factory owned and operated by Trimble Bros., of Calais, Me., was destroyed by fire a few days ago with a loss of \$33,000. Partial insurance was carried.

Supplementary letters patented have been issued, changing the name of Wm. A. Marsh Co., Western Limited, Winnipeg, to that of Congdon, Marsh, Limited. Arthur

Congdon is at the head of the new firm, while A. N. Douglas is associated with him.

J. C. Breithaupt, of the Breithaupt Leather Co., Berlin, Ont., was a visitor at the Chemists' and Tanners' Convention held in Chicago, October 28, 29, 30 and 31st.

The U.S.M. Co. have installed one of their model "N" six-foot Goodyear shoe outfits in the repair shop of Archille Tremblay, 605A St. Valier street, Montreal.

Miss Crocker, who has been stitching forelady at the factory of E. T. Wright & Co., St. Thomas, Ont., has taken a position with the Alberta Shoe Co., of Redcliffe, Alta.

F. Gauvreau, formerly foreman of the packing room of F. W. McKeen, Quebec, has been appointed manager of the Plessisville Shoe and Leather Co., Plessisville, Que.

The Red Star Shoe Hospital is the new name of what was formerly the Red Cross Shoe Hospital, 105 Garnier street, Montreal. Additional machinery has been installed recently.

G. J. Scott, western representative of the P. Jacobi shoe store supplies, Toronto, has returned from a successful business trip covering all the western provinces, as far as the Coast.

Several U.S.M. Co. agents have been spending their time during the past two weeks setting up and starting the new machinery equipment of the Drummond Shoe, Limited, Drummondville, Que.

Wm. Niehaus, one of the oldest residents of Berlin, passed away recently in his 83rd year, having resided in Berlin for 52 years. In 1863 he opened a shoe store, which he conducted for a long period.

The U.S.M. Co. of Canada have recently sent out a new six-foot buffing and finishing outfit, which they state is filling a long felt want in the repair trade. They have received many orders for same.

Rosecrans Murphy, of Chicago, who represents the Julian & Konkenge line of Cincinnati, Ohio, was in Toronto, Ottawa, Hamilton and other cities last week on his return from a business trip to the west.

The Regal Shoe Co., Toronto, have filled a large order for army boots for the Canadian forces and also secured

ANOTHER SHOEMAN AT THE FRONT

Captain Geo. H. Wilkinson, who is a widely known shoe retailer of Windsor, Ont., where he has conducted a most successful business for the last thirteen years, is at present



with the Canadian volunteers in England. Captain Wilkinson has always taken a deep interest in military matters, and when the call of the country came, was one of the first who volunteered. His store is doing "business as usual."

a contract from the Government for furnishing five thousand canvas "rest shoes."

E. G. McColough, a well known shoe man of St. John, N.B., who for a number of years carried on business in North Sydney, was in that city recently in the interest of a Montreal shoe manufacturing firm.

E. Many, Goodyear agent of the United Shoe Machinery Co. of Canada, is at present looking after installations in the factories of J. M. Humphrey & Co., St. John, N.B., and Hartt Boot and Shoe Co., Fredericton, N.B.

Frank Mercer, western representative of the Brandon Shoe Co. Brantford, has returned from his Western Canada selling trip, and is now spending a few weeks in Cuba, where he is interested in a large grape fruit plantation.

Mons Tonbourn, while working at the picking machine in the Elmira Felt Co.'s plant, at Elmira, Ont., in some way was caught by a shaft and whirled against the machine, fracturing his skull and breaking his jaw. His recovery is doubtful.

The biggest demand in a dress shoe to-day is for patent leather boots, with either gray or fawn tops. A demand is being made for boots with "nigger-brown" cloth uppers. Some shops are showing lace boots, having tops from eight to ten inches.

The City Council of Windsor, Ont., have passed a By-law fixing the closing hour for all stores except fruit stores, druggists, tobacconists and restaurants, at 7 p.m. on all days except Saturdays, day before a holiday and two weeks before Christmas.

E. T. Wright, head of the E. T. Wright Shoe Co., Rockland, Mass., recently lost his father. Mr. Wright was 89 years of age and had retired from active business for some time. When young he worked at the shoe trade and knew the business thoroughly.

Chas. Cook, Jr., formerly superintendent and assistant manager of the Baker-Carpenter Co., of Portsmouth N.H., has accepted a position as assistant superintendent of Ames-Holden-McCreedy, Limited, No. 1 factory, Montreal. Mr. Cook has assumed his position.

Lt. K. D. Marlatt, of the 9th Mississauga Horse, who is identified with the leather firm of Marlatt & Armstrong, Limited, Oakville, has secured a commission in the Mounted Rifle Regiment under Lt.-Col. Chadwick which corps is holding itself in readiness to go to the front.

James C. Bryant, who recently joined the staff of the Toronto branch of the Kaufman Rubber Co., was presented with a handsome club bag and appreciative address by the staff of F. J. Weston & Sons, Toronto, with which house he was identified nine years as city traveler.

W. E. Short and W. R. Percival, western representatives of the Kingsbury Footwear Co., Montreal, have returned to that city. Both Messrs. Short and Percival experienced very successful seasons although they found business difficult to secure early in August just after war had been declared.

An aggravated assault was committed on C. Occhionero, shoemaker, 579 Fullum street, Montreal, when a man named John Codir, entered the shop and demanded money, which was refused. The caller then picked up a bludgeon, struck the shoemaker over the head and left him lying unconscious on the floor. The assailant was arrested.

Among the business visitors to Toronto last week were Raoul Lanthier, of the Kingsbury Footwear Co., Montreal; Norman MacFarlane, of the MacFarlane Shoe Co., Montreal; F. L. Wagner, of the Aylmer Shoe Co., Aylmer, Ont.; John Adams, of the Murray Shoe Co., London; Philip Pockock of the London Shoe Co., London, and others.

J. and J. Clarke, of Galt, who conduct a number of shoe repair shops in that town, have branched out into the manu-

facture of misses' and children's shoes in McKay and nailed work, having installed a complete outfit in the premises at 34 Water street south, formerly occupied by the Follows Shoe Co., who have ceased business. They will make for their various stores.

Jas. Brown and J. P. Mitchell, travelers for the Alberta Shoe Mfg. Co., Redcliff, Alta., who have been over their representative territories, report that business is very good, and that customers are well pleased with the output of the firm. Several skilled hands have arrived from the East to take positions in the factory, while E. T. Weaver has been engaged as foreman of the bottoming room.

Thomas Kickham, who has for many years been engaged in the leather and harness business in St. John, N.B., has received the appointment of inspector of saddlery in Ottawa, and has already taken up his duties in that city. He has for years been connected with the harness and leather trade and of late has done business in partnership under the name of Kickham & Currie, in Waterloo street, St. John. He has taken an active interest in local civic and political affairs.

The Brandon Shoe Co., of Brantford, has been awarded a contract for 5,000 pairs of Army boots, which will be used to equip the second contingent. The Brandon Shoe Company's factory is now a Union Shop, a contract having been entered into to use the stamp of the International Boot and Shoe Workers' Union. E. W. A. O'Dell, of Hamilton, organizer for the Union, had charge of the negotiations, but was more than met half way by A. Brandon, the president of the company.

Among the shoe travelers who have returned from extended business trips to the prairie provinces, are Ed. Lynch with the Minister, Myles Shoe Co., Toronto; Percy Fry with the Smardon Shoe Co., Montreal; J. G. McDiarmid with Cook-Fitzgerald Co., London; Gordon Wadsworth with L. H. Packard & Co., Montreal; Robert Tobin with Coates, Burns & Wanless, London and the Adams Shoe Co., Toronto; John Lauffer with G. V. Oberholtzer Co., Berlin, and others.

The Edward Stark Shoe Co., of Vancouver, B.C., have decided that their patrons can be better served by the firm having their combined stocks under one roof, and they will close the branch store at 1002 Granville street, on November 30th. In making the decision, the company concluded that people who desired to buy Stark shoes—at least the majority of them—would come to the main store. The firm will now pay one rent instead of two, as well as consolidate numerous other expenses.

The laced high shoes are certainly an accepted fact, says a Kansas City paper. All the smart boot shops are showing them, and they are most ornate with colored cloth tops and colored laces. A combination of black and white shows the lower part of the shoe in black patent kid, the top of white cloth with a narrow band of black patent kid around the top and down both sides of the front, which is laced with white laces. Black and white striped stockings are to be worn with this effect.

The week of November 14th to 21st will be "Made in Canada" week in Windsor, Ont. The merchants of the city will make special window displays of Canadian-made goods. The event will be held under auspices of the Board of Trade. Special advertising has been placed in local papers as well as those in neighboring towns. It is expected that in this way the people will become more acquainted with Canadian-made goods and that the demand for "Made in Canada" lines will be greatly increased.

The Blachford Shoe Mfg. Co., Toronto, have issued a folder in connection with their "Order Now" department, featuring certain in-stock lines. The styles illustrated were

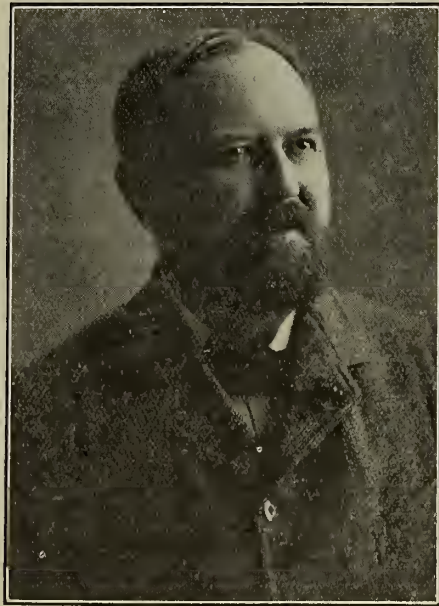
drawn from the original shoes and are decidedly neat and artistic, being executed by the art department of the SHOE AND LEATHER JOURNAL. The folder (which is very attractively gotten up) is the work of the printing department of the Acton Publishing Co., and copies featuring 1915 spring styles, are being sent to all the leading retailers in the Dominion.

R. Dack & Son, 80 King street west, Toronto, will next month remove to the stand formerly occupied by them which is just across the street. The premises are being overhauled, a new front installed and up-to-date fixtures placed in position. This old established shoe firm, who have been doing business in Toronto for eighty years, will soon be in the same quarters which they occupied for that long period but, owing to the contemplated erection of a big hotel, which project later fell through, they had to vacate a couple of years ago.

Another of the J. H. Porter Shoe Stores has been opened at 974 Bloor street west, near Dovercourt road, making three stores that have of late been established by this firm in Toronto. The new establishment is sixty feet deep by twenty-two wide, and has fine double display windows with tiled, receding entrance. The single carton shelf system prevails, the fixtures being of mahogany. The seating arrangements are first class, rows of mahogany opera chairs running down each side, while the centre of the premises is carpeted. Uniform labels are used and the

WAR SENTIMENTS ACROSS THE LINE

Mr. C. G. Marlatt, of Marlatt & Armstrong, Limited, leather manufacturers, Oakville, Ont., who is commodore of the Royal Canadian Yacht Club, returned recently from the meeting of the Interlake Yacht Association at Oswego, N.Y. One of the pleasing features of the banquet held at this gathering was the toasting of "King George V" following that of the "President of the United States." The gusto



with which the company sang "God Save the King" could not be excelled anywhere in Canada, said Commodore Marlatt and to his surprise at the conclusion the band struck up "It's a Long Way to Tipperary." Approval of Britain's course was voiced many times by Americans present and Mr. Marlatt said it fairly warmed the heart of a Britisher to find the sentiment in her favor so unanimous.

interior of the shop presents a decidedly attractive appearance.

The C. N. W. Shoe Co., Limited, of London, whose factory was recently gutted by fire, have secured more commodious premises on Rectory street, where they have resumed operations. The work of removing the machinery, which escaped damage, has proceeded satisfactorily. The loss on stock has been adjusted and the firm are running again as usual. The C. N. W. Shoe Co. report that the fire makes no difference regarding their business, in that they are in a position to fill all orders, immediate and future. The company, which manufacture women's high grade welts exclusively, have been established about two years, and in that time have made splendid progress.

Joseph King, leather and findings dealer, Toronto, celebrated his seventy-ninth birthday on November 4th. He is still in good health and at his office every day in the premises at the corner of Scott and Wellington streets, which he has occupied for thirty-one years. Mr. King was born in Prague, Austria, and before coming to America away back in the sixties, thoroughly learned the trade of a tanner. He established the well known leather factory at Whitby, in which he was later joined by his brother Charles King, whose sons Joseph and Theodore, now conduct the business under the name of King Bros. & Co. In 1883 Joseph King, sr., came to Toronto to enter the leather and findings trade with which his son, H. S. King, is associated.

As was reported in the last edition, conditions in Montreal shoe factories continue to improve. Some manufacturers state their outputs have again reached a normal point, a few are very busy, but the majority report business as coming along nicely, and all seem to be satisfied. Makers of good medium lines are, of course, receiving the bulk of orders being given, while the trade in higher grade footwear is more quiet and retailers are ordering their stock of same on rather conservative lines. Some wholesalers state they are receiving demands for December and early January shipments, where in other years delivery was specified for dates well on into February. This can be taken as a good indication, and Montreal and Maisonneuve manufacturers are united in the opinion that further improvements in shoe conditions from now on are reasonably sure.

Everybody will wear white canvas shoes next spring, to avoid paying higher prices for leather shoes, according to W. F. Saunders, general manager of the Business Men's League, St. Louis, Mo. "The whole world will be struck by the craze for white shoes," Mr. Saunders predicted the other night. "With the fad will come the more extensive use of white socks or stockings, white suits or dresses and white hats. Prices of leather have been soaring a little bit higher each succeeding week since the war began, and the end is not yet. No one can tell how high the prices will rise during the winter. Shoe manufacturers are anticipating the demand for white canvas shoes by seeking names for brands. They also are arranging their machine equipment so as to be able to make white shoes in any quantity desired. White canvas shoes will cost not more than one-half the price of leather shoes, and will be cooler and more comfortable for wear during the warm months. Most of them probably will have soles made of rubber, in part at least."

USE OF KID BEING REVIVED

Kid leather is being used to-day a great deal more than it has been in the past few years. A few years ago it was used a good deal, not only in one section, but throughout the country. The use of this leather is being revived again, however, and a large amount is being cut now.

Especially is this true in factories making women's and misses' shoes, and it is thought it will be used to a much greater extent. Calf, however, is the leading upper to-day. It is much heavier and costs more than kid leather. The button boots, which are so very popular now, take more upper leather than is required on a lace shoe. For the higher-priced shoes, calf will be the prevailing leather for uppers. A fair grade of calf costs from 22 to 28 cents a foot, while the same grade of kid can be bought for about 18 cents. That is quite a difference in the price and it amounts to a large sum when you take into consideration the number of feet of leather that is used,—allowing about three feet of stock to the pair.

SHOE FACTORY WORKERS' EARNINGS

During the four years, 1910 to 1913, the wages of employees in the boot and shoe industry show a distinct upward trend, while during the same period the employees enjoyed the benefit of a decrease in full-time hours of labor. This is brought out in a report, based on information obtained from representative establishments in this country, which has just been published as Bulletin No. 154 by the Bureau of Labor Statistics of the United States Department of Labor, says Shoe Topics.

The average full-time weekly earnings of employees in the boot and shoe industry in 1913 in a few of the principal operations were as follows:

| | |
|--|---------|
| Cutters, vamp, hand (males) | \$19.05 |
| Cutters, vamp, machine (males) | 17.77 |
| Buttonhole makers (females) | 10.60 |
| Lining makers (females) | 10.38 |
| Top stitchers (females) | 11.47 |
| Vampers (males) | 17.47 |
| Vampers (females) | 13.45 |
| Lasting, bed-machine operators (males) | 18.21 |
| Edge trimmers (males) | 22.66 |
| Goodyear stitchers (males) | 21.96 |
| Treers, hand (males) | 15.54 |
| Treers, hand (females) | 8.56 |

The full-time hours of labor per week in 1913 did not exceed 60, and the average was about 55 hours.

NO "CHIPPING" OF PATENT LEATHER

Ever since patent leather has been used for footwear, shoe manufacturers have tried their best to devise some means of preventing the "chipping" and cracking of the tips and toes while the shoe is going through the factory. Up to the present time, it has been found next to impossible to prevent this chipping and the recourse has been to repair the "chipped" tips after the shoe is finished, says the Shoe Retailer.

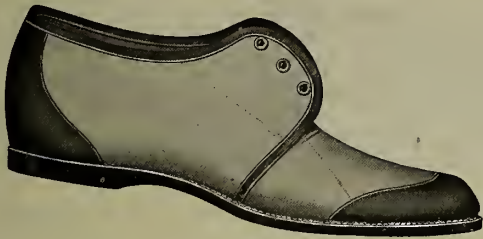
Retailers, as well as shoe manufacturers, will therefore, be interested to learn that a patent has just been granted for a special method of protecting shiny leather tips while the shoe is in course of manufacture, which, it is claimed, absolutely prevents from 90 to 95 per cent. of the "chipping."

A TRAVELER'S APPRECIATION

Enclosed you will find postoffice order for one dollar, in payment of my subscription to the Shoe and Leather Journal. I always read your paper with much pleasure and wish you continued success.

George A. Gadbois.

St. Hyacinthe, Que.



CANADIAN ARMY "REST SHOE" MADE OF TWELVE OUNCE DUCK, BLUCHER, CALF TIP AND OUTSIDE COUNTER POCKET, CHOCOLATE KID FRONT FACING AND BINDING ON QUARTERS, TAB LINING ON VAMP; FLEXIBLE GOODYEAR INSOLE, OAK OUTSOLE, WITH SPRING HEEL. A NUMBER OF CANADIAN FACTORIES ARE NOW BUSY MAKING THIS SHOE WHICH MUST BE DELIVERED BY THE FIRST OF DECEMBER.

patented method, on the other hand, consists in the application of a special preparation which protects the leather and thus prevents it from cracking while lasting and going through the factory.

The advantages claimed for this new method are that it prevents practically all "chipping," thereby doing away with the expense of tip repairing, and in addition, that it gives the retailer whole tips instead of "doped" ones. Sometimes repaired tips stick to the cartons.

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—STOCK OF SHOES—Either in Toronto or live town in Ontario, in exchange for well-rented Toronto real estate. A. E. Cudmore, 29 Mountnoel avenue, Toronto.

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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.

The patentee is John A. Kelly, of Ziegler Brothers, Philadelphia.

Shoemen are well acquainted with the present method of tip repairing consisting of (1) scouring the broken parts, (2) rubbing in the filler, (3) "cutting down" and making smooth, (4) "flowing."

This is the generally accepted method, though variations are often introduced by different factories. The new

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COTTON THREADS

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Guaranteed to
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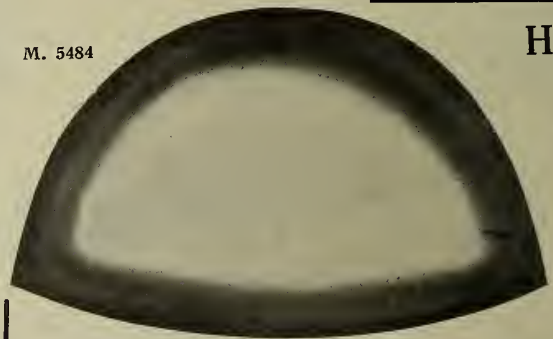
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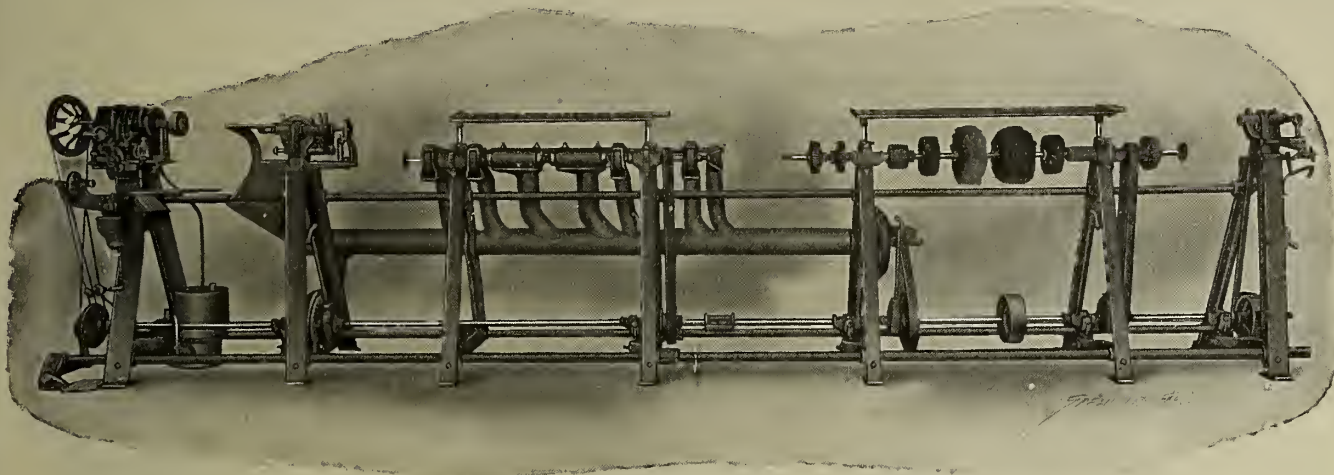
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MODEL N

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

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

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|--|-----------------------------------|
| 2 Split Bottom Buffing Rolls | 2 Flat X-Ray Heel Scouring Wheels |
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| 1 Pin Wheel Pad Complete | |

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

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

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|--|--|
| 2 Corrugated Rubber Shank Finishing Wheels | 1 Corrugated Rubber Heel Finishing Wheel |
| 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.

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Perfectly made
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THE SHOE & LEATHER JOURNAL

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WOMEN



5000—Wos. Patent Button Boot,
Black Cloth Top, Gdy. Welt,
Patrician Model - - \$2.90

5006—Same as 5000, with Velvet
Velours Calf Vamp - - \$2.90



5007—Wos. Velvet Kid Button Boot,
Kid Tip, Gdy. Welt, Cushion
Tread Insole, Comfort Heel,
Nature Model. Very full fitting.
EE 3 to 8. Price - - \$3.00

5008—Same as 5007 in Blucher Lace
style with Patent Tip. - \$3.00

A Christmas Trade
Suggestion

Our Button "Plaza" (Gaiter effect)
is the leading feature in Advance
Styles. Made-to-order with Fawn
or Grey Cloth Tops, at \$3.25, in our
"Imperial Quality". Shipment in
three weeks.

ORDER NOW



5001—Wos. Patent Button Boot,
Black Cloth Top, Plain Toe, Gdy.
Welt, Grecian Model - \$2.90

5009—Same as 5001 with Velvet
Velours Calf Vamp - - \$2.90

5010—Same as 5000, made in All
Velvet Kid, Button - - \$2.75

Blachford Shoe Mfg. Co., Limited

92-94 Sherbourne St., Toronto, Canada



**One of Our Many New Lasts
"MADE IN CANADA"**

We are also large manufacturers of Women's, Misses' and Children's lasts in all up to the minute styles.

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

A card will bring our traveler with a full range of samples.

Boston Last Company

Canadian Factory : RICHMOND, QUE.

Chas. Campbell, Manager

Factories: BOSTON, MASS., 64 Binford St., Phone Main 107. RICHMOND, QUE., Phone 82

Read this unsolicited letter

R O W L A N D H I L L

MAIN STORE: 189 Dundas St. EAST END BRANCH, 429 Hamilton Road

R E L I A B L E F O O T W E A R

London, Canada, Nov. 3rd, 1914.

THE WESTON SHOE CO.
CAMPBELLFORD,
ONT.

DEAR SIRs:

Goods of your invoice of October 29th have been received. They have turned out exceptionally well, and we are sending this to let you know that we are pleased with the whole lot.

Yours very truly,

Rowland Hill.
R.

Ladies', Misses' and Children's Shoes

BRANDS

"Diamond"

"Canadian Girl"

"Queen City"

Weston Shoe Company, Limited
Campbellford Ontario



Murray-Made FOR MEN *and Derby*

They're out-of-the-common!

In shoe-designing for the better-class trade, the problem is to get something that shall be at once distinctive, and yet unobtrusive. This problem has always been satisfactorily solved in

“MURRAY-MADE” and “DERBY” for Men,
and “CLEO” for Women.

There is that subtle difference about them, that never fails to please the discriminating buyer. Yet there is nothing freakish or “loud” about them. They always appeal, therefore, to people of refinement, who are capable of recognizing character when they see it.

Clinch the better-class trade of your locality, by handling MURRAY-MADE and DERBY for Men, and CLEO for Women.

The Murray Shoe Co., Limited

LONDON, ONT.

Montreal Branch:

FRANK J. McKENNA

Sole Agent

Read Building, St. Alexander and Jurors Sts.



Cleo

FOR WOMEN



“DOCTOR’S SPECIAL”

- ¶ This shoe is not only the pioneer, but the *premier* in its field. It is widely imitated, but never equalled.
- ¶ Though eminently suited to untoward weather conditions, it is as stylish in appearance and comfortable in use as your most particular customer could desire.
- ¶ Have you enough of them on your shelves for the present season?

J. & T. BELL, LIMITED

MONTREAL, CANADA

Makers of High Grade Footwear

and

Sole Makers of the Dr. A. Reed Cushion Shoe

“The Easiest Shoe on Earth.”

YOUR



USMC



**GUARANTEE
FOR QUALITY**

**UNITED SHOE MACHINERY COMPANY
OF CANADA**

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



Better Go Over Your Stock Now and Sort Up

FROM present appearances this will be an excellent season for rubber sales. Winter, with its ice and slush, has set in early, and demands on your stock are likely to be greatly increased thereby. Better order a little in advance of actual requirements, and have the goods on hand when your customers want them.

It's not too late yet to order Miner's Greyhound Tennis Shoes for next season. Absolutely the best sporting shoe on the market.



The Miner Rubber Company, Limited

GRANBY

MONTREAL

TORONTO

QUEBEC

OTTAWA

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- Blaehford, Davies & Co., Limited, 60-62 Front Street West, Toronto, Ont.
- Coates, Burns & Wanless - - - - - London, Ont.
- Dowling & Creelman - - - - - Brandon, Man.
- R. B. Griffith & Co. - - - - - Hamilton, Ont.
- J. M. Humphrey & Co. - - - - - St. John, N.B.
- J. M. Humphrey & Co. - - - - - Sydney, C.B.
- Jackson and Savage, Limited - - 78 St. Peter St., Montreal, Que.
- The Wm. A. Marsh Co., Western, Limited, 72 Princess St., Winnipeg, Man.
- The Miner Rubber Co., Limited - - 225 Queen St., Ottawa, Ont.
- The Miner Rubber Co., Limited - 21 Notre Dame St., Quebec, Que.
- The Miner Rubber Co., Limited, 146 Wellington St. West, Toronto, Ont.
- The Miner Rubber Co., Limited - 72 St. Peter St., Montreal, Que.



**MINER
MEANS
MERIT**

Kant Krack

Dainty Mode



Be Prepared!

'Tis of little advantage to say you have every size but the required one, when a customer is prepared to buy. Be sure that your sizes are complete at all times, but especially these days of rubber-selling fullness.

Our popular brands are carried by the jobbers here listed, who will promptly fill all orders.



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. |
| White Shoe Co. | - - - - - | 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 | - - - - - | Montreal, Que. |



The Independent Rubber Co.

LIMITED

MERRITTON

ONTARIO



*The
best shoes made
for*
**Women
Misses
and
Children**



**The
"CLASSIC"
Shoe**

It is a very significant fact that wherever you find a store that always seems to be active in Women's and Children's lines, you will more than likely find CLASSIC shoes being strongly featured.

CLASSIC Shoes are sold by us at a price that allows the merchant a good margin of profit, and every pair shipped from the CLASSIC factory, measures up to the highest standard of style and quality.



*Made
in
Canada
by*



GETTY & SCOTT Limited

Manufacturers of the "Classic" Shoe for Women, Misses and Children

GALT, ONT.



Have You Noticed?

That "Life-Buoy" Rubber Footwear is always a little better in quality?

The experience of your customer, who wears the rubber, will vouch for this fact, so **WHY NOT HANDLE THE BEST?** In the long run you cannot afford to handle anything else.

"Life-Buoy" Leather Innerheel Rubbers

The weak point in most women's rubbers is the heel—the part that receives the roughest treatment. In "Life-Buoy" high-heeled rubbers a patented leather innerheel is used which gives the rubber greatly increased wear and enables the heel to stand the extra strain.



The "Life-Buoy" Patented Leather Innerheel has the leather cemented and vulcanized into the heel at time of construction in a manner to strengthen and protect it, thus

adding fully fifty per cent. to the wear of the rubber.

ONLY TO BE HAD IN "LIFE-BUOYS." THEY COST NO MORE THAN THE ORDINARY RUBBERS

Complete stocks in all popular lasts always carried at our Branch Warehouses. We have the styles you demand and will look after your requirements to your satisfaction. Wait for a "Life-Buoy" Salesman or order direct from the nearest warehouse.

**THE KAUFMAN RUBBER CO., LIMITED
BERLIN, CANADA**

VANCOUVER, EDMONTON, SASKATOON,
WINNIPEG, LONDON, TORONTO,
OTTAWA, MONTREAL, FREDERICTON,
TRURO, CHARLOTTETOWN





Made in Canada

DO YOU WANT THE REGAL AGENCY FOR YOUR TOWN?

to you, not only in actual profit on the line, but in the prestige it will give your store to link up with the world-wide reputation of Regal Shoes.

If we are not already represented in your town we are ready, now, to place the agency for Regal Shoes with *You*. It is worth real money

There are thirty-five styles carried in stock. Every pair has the same smart, metropolitan style that you will find in Regal Shoes in New York, Chicago, Philadelphia and other leading cities.

These shoes are made by us in Toronto by Canadian Workmen. They are designed by the same experts, cut on the same patterns, built over the same lasts and under the same supervision as the Regal Shoes produced in our three factories in the States.

They are ready to ship at once—the same day orders are received. You can get every style needed in a modern shoe store.

With Regals on your shelves and displayed in your windows, you can secure the lion's share of the \$5 to \$6 shoe business of your town.

Address:

IN-STOCK DEPARTMENT

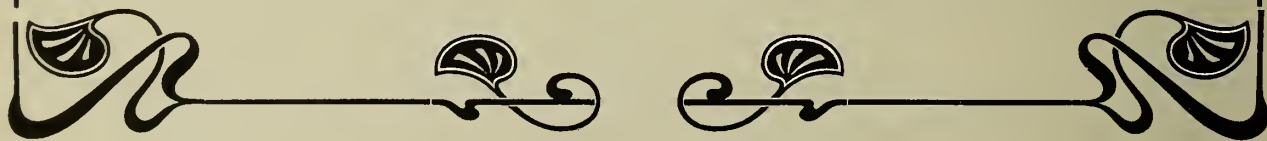
REGAL SHOE CO., LIMITED

102 Atlantic Ave.

Toronto, Ont.



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



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

United Shoe Machinery Co. of Canada

MONTREAL, QUE.

122 Adelaide Street W., TORONTO

492 St. Valier Street, QUEBEC



It Stands Alone

Matchless in style, finish and workmanship, one of the most profitable lines of Women's McKays on the Canadian market.

Solid Leather Used Throughout

Retails at Popular Prices

A wide range carried in stock for prompt delivery.

SEND FOR PRICE LIST AND CATALOGUE

The W. E. Woelfle Shoe Co., Limited

Berlin - Ontario



The Profitable "First-Aid" Lines Are Christmas Sellers

Feature them in your store during the gift buying season. People are giving more sensible gifts each year and no present is more welcome than relief-bringing "First-Aid" Specialties.

JUST TRY PUSHING THESE GOODS

"First-Aid" Foot-Restur

Rests the Feet

To adjust:—Insert button hook in the hole in heel of upper plate, swing out plate as shown in fig. 2, bend it over the edge of a table or chair until it has the proper elevation, then swing it back into proper position.

Heel Cushions



Toe Strates

Arch Props and Supports, Bunion Shields, Foot Powder

Important Note

We do not sell our products to drug stores or other price-cutting concerns, being the only manufacturers of foot appliances to protect the bona-fide shoe dealer in this way.

If your jobber cannot supply you, please write us direct

The Canadian Arrowsmith Mfg. Co., LIMITED

Niagara Falls - - Ontario





“Made-in-Canada”

Idea Is Founded on a Solid Basis

It is patriotic. When you buy shoes Made in Canada, you are contributing your share toward the employment of Canadian workmen and the betterment of Canadian industry in general.

It is practical. You get greater actual shoe value from Canadian factories because your money goes into the shoe—none of it to the Customs House.

When you buy Ames-Holden-McCready, you have at your command the specialized combined service of Canada's three greatest shoe factories, together with a complete In-Stock Department.

Ames-Holden-McCready, Limited

MONTREAL

ST. JOHN

TORONTO

WINNIPEG

CALGARY

EDMONTON

VANCOUVER

Miner and Shefford Rubbers

“Going Like Hot Cakes”

NEVER was the popularity of these two reliable brands more convincingly proven than during the last few days. Orders have been pouring in by wire, phone and letter.

We are well able to cope with the rush, however, and our shipping departments in our various branches are working night and day to keep pace with orders received.

We pride ourselves on prompt service at every branch.



The Miner Rubber Company, Limited

GRANBY

MONTREAL

TORONTO

QUEBEC

OTTAWA

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- Coates, Burns & Wanless - - - - - London, Ont.
- Dowling & Creelman - - - - - Brandon, Man.
- R. B. Griffith & Co. - - - - - Hamilton, Ont.
- J. M. Humphrey & Co. - - - - - St. John, N.B.
- J. M. Humphrey & Co. - - - - - Sydney, C.B.
- Jackson and Savage, Limited - - 78 St. Peter St., Montreal, Que.
- The Wm. A. Marsh Co., Western Limited, 72 Princess St., Winnipeg, Man.
- The Miner Rubber Co., Limited - - - 225 Queen St., Ottawa, Ont.
- The Miner Rubber Co., Limited - - 21 Notre Dame St., Quebec, Que.
- The Miner Rubber Co., Limited, 146 Wellington St. West, Toronto, Ont.
- The Miner Rubber Co., Limited - - 72 St. Peter St., Montreal, Que.



MINER
MEANS
MERIT

EUREKA!!

We can now furnish the glove manufacturers a cream colored, full grain glove horsehide. The leather is made in weights suitable for gloves or mittens and we suggest that you cut P. & V. Eureka Glove Horsehides hereafter.

PFISTER & VOGEL CO.
85-87 South Street = = Boston, Mass.

WOOD-MILNE RUBBER HEELS STATIONARY SHAPES



WOOD-MILNE, LIMITED - PRESTON, LONDON and PARIS

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

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

MADE IN CANADA

Dominion Calf



FLAWLESS QUALITY
ALWAYS UNIFORM

Davis Leather Co., Limited

NEWMARKET ONTARIO



CANADIAN MADE BY CANADIAN WORKMEN

AT this time, when efforts are being made throughout the Dominion to boost Canadian-made goods, it is perhaps timely on our part to assert that

“YAMASKA” STAPLES

are essentially a Canadian product. But it is not on this basis alone that we desire your consideration of our line. “Yamaska” shoes have achieved their high reputation solely on their merits, and the dealer who stocks them for next Spring will find that the “Yamaska” line is the most profitable and easy-selling line of staples he has ever handled.

THE “YAMASKA” SALESMAN
WILL SOON BE WITH YOU

LA COMPAGNIE J. A. & M. COTE
ST. HYACINTHE QUEBEC



Just what its
name implies!

Our "EVERYDAY" shoe is a stylish, comfortable, well-made piece of footwear, which comes in the popular leathers that are suitable for those who require good, sound footwear for daily wear.

One sale of the "EVERYDAY"
SHOE makes two customers

T. Sisman Shoe Co., Limited ^{AURORA}
^{ONTARIO}

PACKARD'S Profit Bringers For The XMAS TRADE

**IMPERIAL
OVER-GAITERS and
LEGGINGS**

BIG SELLERS—JUST NOW.
Are you getting your share?



BOUDOIR SLIPPERS



MAKES ONE OF THE DAINTIEST XMAS
PRESENTS THAT CAN BE GIVEN

In all Sizes and Colors for
WOMEN, MISSES AND CHILDREN

**INFANTS'
SOFT SOLE SHOES**

OVER ONE HUNDRED
LINES TO CHOOSE
FROM



A USEFUL XMAS PRESENT
FOR THE BABY

L. H. PACKARD & CO.
LIMITED
MONTREAL

Tebbutt Shoes

"Made-in-Canada"

Of Canadian Materials, Wherever Possible



Doctors
ANTI-SEPTIC
SHOE
PAT. 1908 1909
NON
PERSPIRO

"Cock O' Th' North"



*THE
Professor*

PAT. NO. **+** 119409
GOLD CROSS
SHOE

There are few shoes—if any—in the Canadian trade so popular as the two here illustrated. Their great reputation has been enhanced yearly until they stand supreme in their class.

The "Doctor's" shoe has a patented sole that keeps the foot at an even normal temperature regardless of conditions underfoot. Both sole and upper are waterproof.

The "Professor" shoe has a patented cushioned inner sole that makes walking easy. It is built on a last that gives the extreme of foot comfort.

Both these shoes are stylish and combine smart appearance with their other good features, which partly explains why these two shoes are such top-notch sellers every day of the year.

All the Leading Canadian Jobbers
Carry Our Shoes in Stock

**The Tebbutt
Shoe & Leather Co., Ltd.**

Three Rivers, P.Q.



28 "Service" Branches Throughout Canada

Canadian Consolidated
Rubber Co. Limited
MONTREAL P.Q.



It may be a
long
long
way
to Tipperary
But it is only a
short
short
way
from your store
to the nearest of our 28 "SERVICE"
Branches throughout Canada

Hundreds of retailers so far this season have benefited by our unequalled facilities for the *prompt* shipment of *sorting* orders.

An early and severe winter is predicted

DON'T BE CAUGHT NAPPING



Canadian Consolidated
Rubber Co. Limited
MONTREAL P.Q.

28 "Service" Branches Throughout Canada



SHOE & LEATHER JOURNAL

Published Twice a Month

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Vol. XXVII. No. 23

TORONTO, DECEMBER 1, 1914

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Advance
Foreign Subscription, \$2.00

Canadian Manufacturers Going After War Orders

Important Meetings Held in Toronto and Montreal—Representatives Sent Abroad to Secure Business—Associations Will Co-operate so as to Fill Large Contracts—Tanners Say They Will be Equal to Any Demand that May Come—Better Understanding Now All Round

A co-operative organization which will be known as the Canadian Shoe Manufacturers' Export Association was formed on Saturday last at a meeting of Montreal and other eastern shoe manufacturers. A further meeting took place last Monday between the manufacturers and tanners.

The association, which embraces many leading makers in Montreal as well as other outside firms, will make a determined effort to procure a portion of the shoe orders now being placed by the Imperial Government, and to this end will send Messrs. A. R. Angus, of Ames-Holden-McCreedy,

Limited, and Oscar Dufresne, of Dufresne & Locke, to interview the War Office in London.

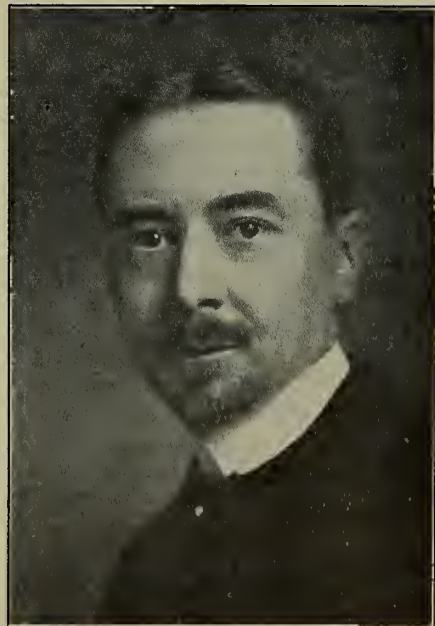
At the outset, Mr. D. Lorne McGibbon was elected chairman, H. E. Moles, of J. & T. Bell, Limited, vice-chairman, and W. S. Louson, secretary.

The association will submit a proposition to the Imperial Government guaranteeing the delivery within two months of a million pairs of military boots. Messrs. Angus and Dufresne, who sail this Saturday for England on board the Lusitania, will carry samples of the different manufacturers



A. R. ANGUS, MONTREAL

REPRESENTATIVES
WHO ARE GOING
TO ENGLAND
ON
BEHALF OF
CANADIAN SHOE
MANUFACTURERS'
EXPORT
ASSOCIATION
TO INTERVIEW
IMPERIAL
AUTHORITIES
IN
REGARD TO ORDERS
FOR
ARMY SHOES



OSCAR DUFRESNE, MONTREAL

and every effort will be made to secure orders from the War Office.

Of late many stories have been current regarding large orders of boots for the British army being placed in the United States. A statement to the effect that no orders have thus far been placed outside the British Empire has done little to stop the rumors. The fact remains, however, that nearly all hides offered for sale are being shipped to Great Britain, and it is thought in boot and shoe circles that the output of British shoe factories is now running around five hundred thousand pairs per week. Besides the requirements for the British army France has placed orders for over two million pairs of boots.

Thus far no business for the British army has been placed in Canada. Cable advices a week ago stated that an order for three hundred thousand pairs had been placed with Quebec firms by the French Government. This business has not as yet materialized.

Many firms have made efforts to secure the orders from the British Government individually, but as the best delivery that could be offered was for two or three months and for small lots the orders have naturally not found their way here.

The Dominion Government has communicated with the Imperial Government requesting that before any further business is placed the local association be given every chance of offering quotations.

The representatives who are going abroad will do their utmost to secure orders from the French Government.

It was stated after the meeting that the association would quote a very low price in order to secure a portion of the business. Their primary object is to keep the factories running.

In connection with the much-talked-of shoe business by European powers reported as having been received by the United States, it was pointed out that as far as it was possible to learn only about a million and a half pairs of shoes had so far been given to American manufacturers. This has all been from the French Government. It is also pointed out that it is not expected the Russian Government will be in the market for shoes, as they appear to be in an excellent position to manufacture their own wants. Much of the calfskin hides received here are exported from Russia.

The association are hopeful that at least a portion of the British army shoe requirements of the future will be placed in Canada. They contend that the big drawback has been in the delivery offered, and that now this difficulty has been overcome some of the business should find its way to Canadian firms.

Tanners and Manufacturers Meet

On Monday, another meeting took place, this time between the manufacturers and different tanners' representatives. At this meeting an agreement was reached whereby the tanners will co-operate with the manufacturers, who will be assured of a full supply of both sole and upper leather at a nominal promised price. One of the big drawbacks in the past towards Canadian makers failing to secure contracts from the government, is that when a quotation is made on a certain number of pairs, the manufacturer figures on the prevailing leather prices. While the government is considering the quotation, most likely a sharp rise is experienced in leather prices, and as a result the manufacturer must also raise his quotation figures or lose money on the contract. By the arrangement arrived at by the tanners and manufacturers through their meeting, this difficulty has been overcome, and the association will be prepared to carry out their contracts at the quoted prices.

Here are a number of the shoe firms who have joined the

association:—Ames-Holden-McCready, Limited, G. A. Slater, Limited, Daoust, Lalonde & Co., Dufresne & Locke, J. & T. Bell, Limited, Tetrault Shoe Manufacturing Co., Limited, Jas. Muir Co., all of Montreal, and Hartt Boot and Shoe Co., Fredericton, N.B., Amherst Boot and Shoe Co., Limited, Amherst, N.S., and J. M. Humphrey & Co., St. John, N.B.

Amongst the tanners represented were Duclos & Payan, Montreal; C. Galibert & Son, and Daoust, Lalonde & Co., also of Montreal; King Bros., of Whitby; A. Davis & Sons, Limited, Kingston; Robson Leather Co., Oshawa; Wickett & Craig, Toronto; H. B. Johnston & Co., Toronto; Barrie Tanning Co., Barrie, and Collis Leather Co., Aurora.

Ontario Manufacturers Alert

Two meetings of the Ontario Shoe Manufacturers' Association have recently been held in Toronto. The object of the gathering was to take some united action in reference to securing Imperial orders for army shoes, and to have the association co-operate as a whole in securing as large a consignment as possible. It is understood that an effort will be made to have any orders received made on a uniform last, and at uniform price, and then the orders will be divided among the different factories, according to their respective capacities.

A well-known Toronto business man has been engaged to cross to England and France with a view to interesting the War Offices. He will present, in his negotiations, a statement of the facilities, output and prices of Ontario manufacturers, as well as submit samples, and in the near future it is believed that some good orders will result. Alexander Brandon, of Brantford, is chairman of the Ontario Shoe Manufacturers' Association and presided at both meetings, and there was a large and enthusiastic attendance.

It is understood that the representative from the Ontario shoe manufacturers will visit London, Paris and perhaps Odessa. Samples of English, French, Russian and Belgian army boots, which had been made by members of the association, are being taken along to show what sort of shoe can be produced by the Ontario manufacturers. It is also reported that the English Government is in the market for a large number of Belgian shoes to equip the soldiers of that ruined little kingdom.

Sizing Up Leather Situation

The leather situation is assuming great interest throughout the entire world at the present time and what will be the future regarding hides is largely a matter of speculation, depending upon the length of the war, the number of shoes that will be made for army purposes, how far the substitution of fabrics, instead of leather for topping, etc., will prevail.

It is significant to note that during the past few days the British War Office has issued a decree, reserving the hides of full grown cattle for military purposes and that a special company, having charge of the leather business of the country, has been organized. All the tanneries will be operated in connection with this company, receiving their quota of hides which they are to tan for army purposes from it.

English kip and other leathers which have been largely used in Canada are now not only practically prohibitive in price, but not available under any circumstances. The French Government has also promulgated two decrees which have caused a good deal of comment in leather trade circles. One of these prohibits the export of raw hides and the other, the export of tanning extracts. It would appear that at the present critical time fresh problems are cropping up every day which have to be considered very carefully.

(Continued on page 40)

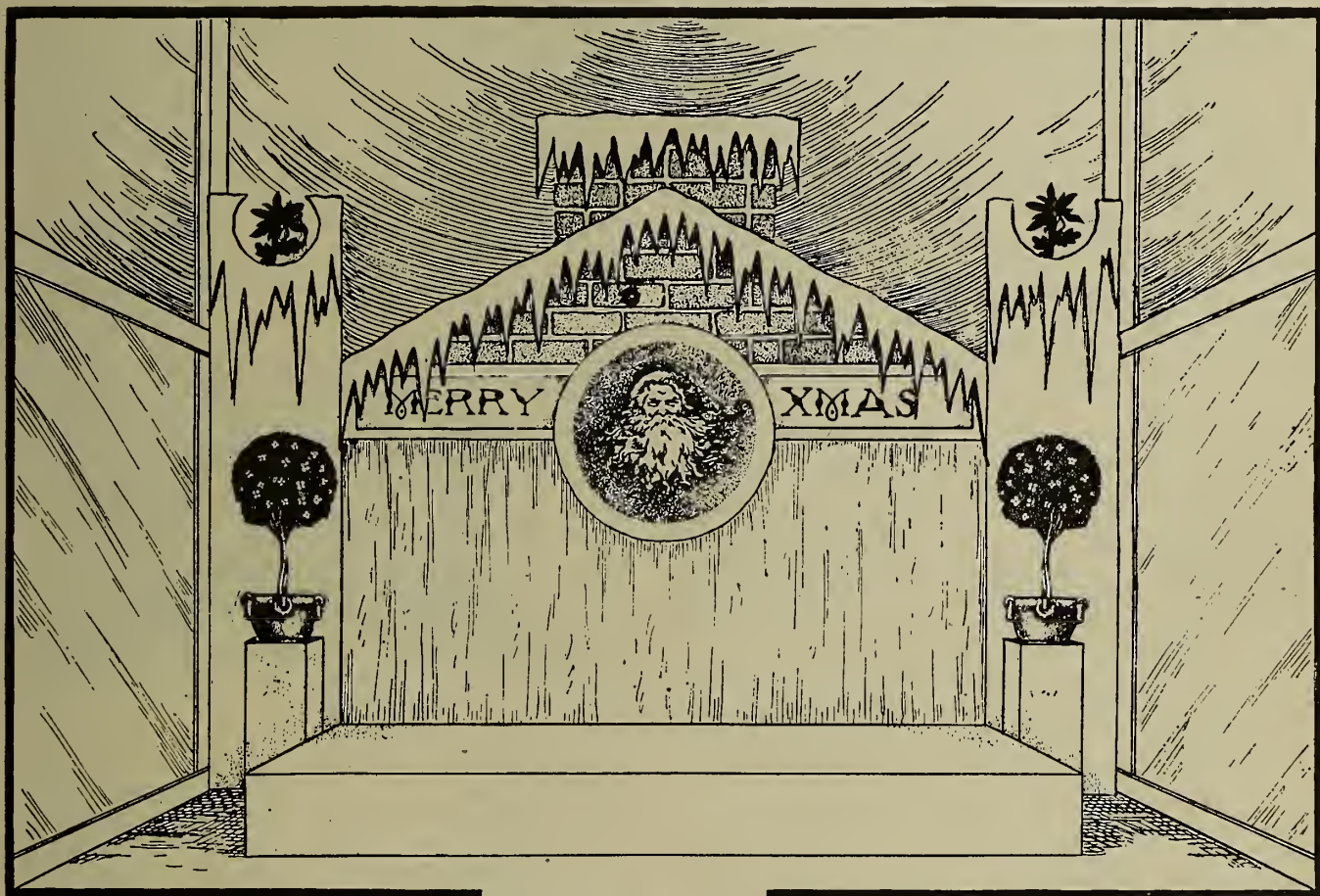
What Are You Doing to Capture the Xmas Trade?

Get Busy in the Line of Appropriate and Effective Store and Window Decorations—Some Seasonable Suggestions—How They May Be Carried Out—Impart to Your Store the Yuletide Spirit and Atmosphere.

The gift giving season of Christmas is nearly at hand—the air is being filled with the spirit of good-will and optimism, for the Yuletide holiday period is one that appeals to all classes and conditions of people. It is generally the harvest time of the shoe retailer, providing he makes suitable preparation for the occasion. He can do this in many ways—and the wise retailer is the one who makes preparations early. He should do all in his power in the way of special window trim and interior decoration, to present all the most attractive and latest in footgear to the attention of the

pers, pump ornaments, a pair of warm house boots, winter outing shoes, over-gaiters, traveling bag, hockey or skating boots, etc.

Christmas is indeed a great occasion for grown-ups and juveniles. It is at this particular season of the year that the largest volume can be done in slippers and shoes, but in order to make these goods move, they must be exhibited amid suitable surroundings and in such a way that a desire will be created to purchase. Give your store the Christmas atmosphere, imparting to it the suggestiveness and spirit of



AN APPROPRIATE BACKGROUND FOR NICE CHRISTMAS DISPLAY

public, and to emphasize that all presents be of a useful character or practical nature—not merely ornamental. Suggestions of this nature should have a stronger appeal than ever during the present time, when money is not as plentiful as last season and general business conditions not as active.

Look on the bright side—The holiday spirit is in the air. Like dawn, it comes and spreads its beauty over the whole world, inspiring a universal delight in giving. Its charm permeates the darkest hovels of trade and reawakens a universal unselfishness that is far too prone to sleep. It lays its finger on the hearts of parents and excites in children a fresh delight—that throws over the whole of their future lives a glow never to be forgotten. It calls to mind gifts and remembrances of all kind.

Presents that are useful are always acceptable and there is no more practical gift than that of a dainty pair of slip-

pers during the Yuletide season. Make a liberal use of wreaths, loops and garlands of evergreen and holly, mistletoe and poinsettias, so that your premises are in keeping with the cheer and buoyancy of the occasion.

Anything worth while in this world costs a little time and effort—involves some labor and sacrifice, and if you would have a striking and effective window, you must spend time in planning and carrying out the details.

Background and Winter Selling

As a timely help to our window trimmer friends, we illustrate a background and window setting appropriate for the holiday season.

The design we show in this background has a mirror back, but it can be used to almost as good advantage where a solid wood or curtain back is installed.

At each corner of the window are tall pilasters. These

are made of light lumber or compo board and covered with plain white outing flannel stretched on tight and smooth. Another good treatment would be to give these pieces a coat of cold water paint or alabastine, in white, and before this becomes dry, sprinkle diamond dust or metallic flitter over it quite freely. This will give a glittering and pleasing effect.

Between the two pilasters and at the top of the window is a cut-out piece to represent the gable end of a house and chimney. This may be made of light lumber or compo board, and then covered with a red crepe paper in brick effect. This brick paper can be obtained at most any drug or stationery store at a cost of about ten cents a roll.

Just below the brick is a plain white border made from a board about ten inches wide. This should be treated in the same manner as the pilasters. The lettering, "Merry Xmas," can be put on in red paint or can be cut from red cardboard and mounted on the border as is shown.

In the centre of the border is a medallion or cut-out piece. This is cut from compo or wall board and painted white. Before the paint becomes dry, sprinkle diamond dust over it and blend in a little coloring of pale green. In the centre of this cut-out, mount a Santa Claus false face, which lends the Christmas spirit to the display.

The centre of the window is filled in with a curtain made of any white material hanging in loose folds from the border.

The arrangement of fur top slippers around the Santa Claus head in the centre would be very attractive.

The platform may be used or omitted, as the trimmer desires. It is made of light lumber and treated in the same manner as the corner pieces.

The arrangement of the little flower trees in pots is clearly shown. These may be of evergreen, or be made up of holly with poinsettias as the flowers.

The floor of the window is covered with plain white outing flannel laid on smooth. At the top of each pilaster is a large red poinsettia spray. The chimney, roof and pilaster tops are finished off with artificial icicles. These are made from sheet wadding or cotton. These icicles should be sprinkled freely with diamond dust.

Try Some of Those Out

In this issue of the *SHOE AND LEATHER JOURNAL* several good suggestions from the "Shoe Retailer" are presented. Appropriate Christmas backgrounds and general directions are given for making holiday trims, both inside and outside the store. These are presented in ample time so that the arrangements may be carried out in the best possible manner.

It is well for the average shoeman to remember that window trims should not be too crowded, and that when neatly and artistically gotten up the possibilities of increasing one's trade are almost unlimited.

The first design can be used in any window, whether it has a mirror back or not. The solid wood or carton back will serve nearly as well as the mirrors.

A neatly trimmed window will do more than any other factor to get this business, if it is bright, and attractive, and contains features suggestive of the season. Something on this order is given in the drawing Fig. 1, the Christmas spirit being represented but not overdone in the use of holly wreaths and small evergreen trees worked into the design in connection with panels of bright red and white.

The construction is quite simple and should be easily understood from the drawing. The screen effect at the back can be made with a framework of light strips covered with red cloth and the panels filled in with white.

The longitudinal panel at the bottom is made up in just the reverse combination, being a white frame and a

red filled panel. The platform in front is to be used for a unit display of shoes, and is also done in white. The small evergreen trees are easily secured at this season, either the natural or the artificial trees. These can be placed in plain little bowls or jardinières in green.

Decorations for Interior and Exterior

We wish to place special emphasis on the necessity of a well decorated interior and exterior of the store at Christmas time. No matter how well the windows are decorated, if the proper Christmas spirit should be evident in the interior and on the exterior in the way of some seasonable decorative treatments that is inviting to the passerby.

Artistic and pleasing decorations covering every portion of the store do not necessarily call for a great amount of expense if the merchant, or trimmer, understands the different methods of substituting and combining the various materials on the market for this purpose.

Another scheme is to make use of what nature has provided in the way of trees, vines, etc. By gathering pine boughs and numerous other subjects from the woods, some wonderful effective decorations can be worked up.

For instance, the pine boughs can be treated to a coat of white, red or light green alabastine by dipping them into a large flat pan filled with same. If you find that you cannot work this out effectively, lay the branch on a flat sur-

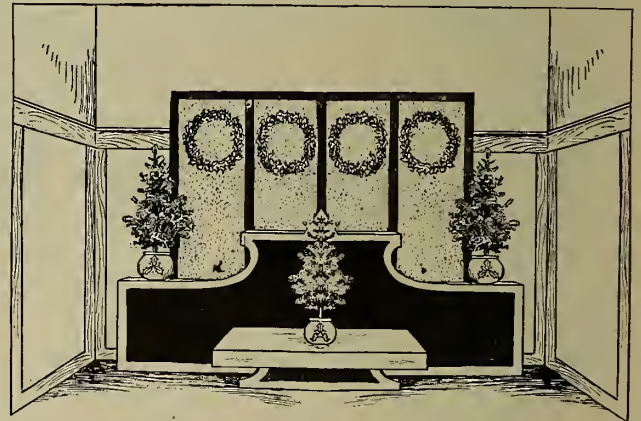


Fig. 1

face and paint it with a large whitewash brush, and before the paint becomes dry sprinkle mica dust over it. This produces a beautiful frost, or snow, effect. By attaching several sprays to columns in the interior of the store one can have a very pretty and seasonable trim. A few poinsettias wired to each spray, pine boughs around the base of each post, tied with a wide band of red cambric, completes the trim. The cost of this effective decorative scheme is very small.

Another treatment, and one which will be very striking, is to procure branches of trees with all the leaves stripped off. These are then treated to a coat of white alabastine, or whitewash. Over this attach leaves of a seasonable nature, such as holly, oak, and other varieties that the flower manufacturers have on the market, and which can be secured in gross lots ready for wiring to the branches.

Other simple decorative schemes can be worked out by the use of roping holly and mistletoe sprays. By combining these with each other and working them up in wreaths, festoons and other styles of designs, the designer can introduce a trim for the exterior or the interior of the store that will be a winner in every respect.

We show in Fig. 2 an impressive and practical exterior decoration made of two festoons, two pendants, two wreaths and a Santa Claus' head.

In working this out, it would be well to first cut from

red cambric two festoons to fit the distance between the large wreath and the pendants at each side of the store. This is then edged with a festoon at the top and bottom of holly or beach leaves, or roping.

A large circle, cut from composition board or made from barrel hoops, forms a basis over which the wreaths may be attached. This circle should be covered with red

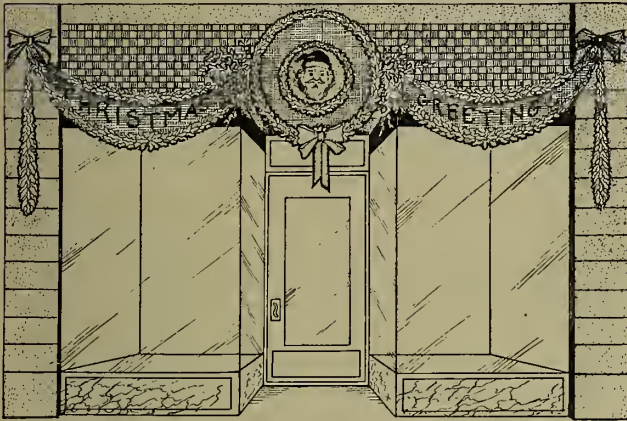


Fig. 2

cambric. Pendants made from the same material as that used for the festoons should be placed at each end, as shown in the design. Large bows of red cambric may be placed at each side, in the centre and at the base of the wreath, as suggested in the sketch. The announcement, "Christmas Greeting," is painted in white or silver. The Santa Claus' head can be painted on, or it can be made of papier-mache. If this scheme is worked out faithfully, it will make an unusually attractive front.

Simple Decoration for the Interior

Design No. 3 shows an interior treatment of a most simple nature. The wreath is made of white oak leaves and poinsettias, sprinkled with mica dust. Two wide strands of red cambric are attached to each side of the wreath and then secured to the columns. Placed at each side of the post is a large bow made of red cambric. Small sprays of holly are arranged around the post and at sides of wreath. Several sprays of poinsettias are placed at the

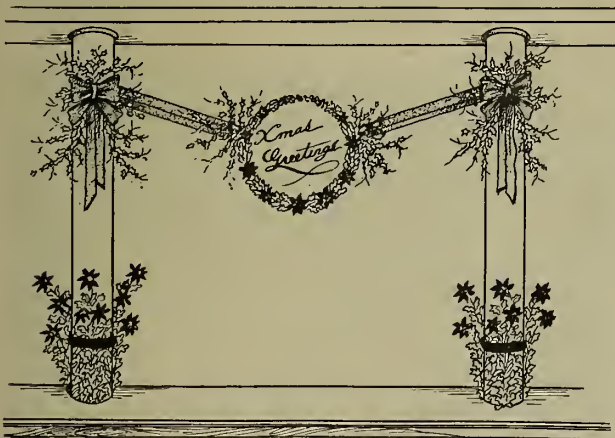


Fig. 3

base of each column and are held in position by a wide band of red cambric.

A children's play hoop, over which green tarlatan is stretched, serves as a foundation to work out the wording "Xmas Greetings." This is accomplished by first painting it on in glue. Over this sprinkle gold or silver flitter, which produces a most striking effect.

Shoe News in Short Shape

A twenty-one year lease of a store in the Royal Bank Building, Toronto, totalling \$105,000, has been taken out by Karrys and Katsulos. The stand is the second one from the corner of King and Yonge streets, having a frontage of 12 feet on Yonge by a depth of 28 feet. The lessees expect to occupy the new premises about the first of December, and are spending a considerable amount of money in furnishing it to make it one of the most up-to-date shoe shine parlors. The yearly rental is \$5,000.

There is a great demand for overgaiters, and all the smart young ladies in the leading cities are wearing them, in pearl grey, light fawn, dark fawn, and taupe, while a number of white overgaiters is also seen. There is a scarcity in most colors, particularly in pearl grey, in which it is impossible for some firms to fill orders. This is caused by such an abnormal demand being made, all at once, upon Canadian manufacturers of cloth, that they have not been able to supply the requirements of the trade.

Jas. Haslam, who has had an extended experience in shoe salesmanship, has recently graduated from the Kahler School of Chiropody, New York, and has been granted the degree of Doctor of Chiropody, after a most thorough course. Mr. Haslam has a very attractive office fitted up on the second floor of the Owl Shoe Store, 123 Yonge street, Toronto, which is equipped with all the latest appliances. He will devote special attention to the Chiropodic department of the store, on the staff of which he has been for the past two years.

A federal charter has been granted A. E. Wry-Standard, Limited, with a capital stock of \$500,000, divided into 5,000 shares of \$100 each, with headquarters at Sackville, N.B. The incorporators of the company are Albert E. Wry, F. T. Tingley, J. W. Sangster, John E. Fowler, Wm. C. Robinson, E. M. Copp, A. Anderson and W. C. Wry, all of Sackville, and James Smith and George Morton, of Middle Sackville, N.B. The company is empowered to carry on a general tannery business and to engage in making shoes, larrigans, harness and all kinds of leather goods. The company is empowered to acquire the Standard Manufacturing Co., Limited, of Middle Sackville, and also the business of the A. E. Wry, Limited, which has its plant at Sackville.

A disastrous fire occurred last week in the store of the Brockton Shoe Co., 440 St. Catherine street west, Montreal, doing damage to the extent of between \$24,000 and \$25,000. The blaze was discovered by a passerby who saw smoke pouring out of the basement windows of the store, and he turned in the alarm. The fire proved to be a deceptive one, as at first it appeared to be of an insignificant nature. It had started at a point nearly in the centre of the shoe store basement, and when the firemen attempted to enter it from front and rear they found it ablaze for nearly all of its hundred feet of length. Flames were already bursting up into the store proper but the firemen were able to make short work of the blaze in the sales department. The other portion of the shop, however, proved a harder task and it was some time before the fire was got under control. The stock of the Brockton Shoe Co. was practically wiped out. T. R. Trudeau, the manager, stated to the SHOE AND LEATHER JOURNAL that after renovations, a complete new stock would be installed, and the store opened as soon as an insurance adjustment is made. The old stock was partly covered by insurance. The company also run a store at 42 St. Catharine street east, which is doing business as usual.

Shoe Store Cards for Christmas

These Wet Proof Shoes

Are sure to keep him dry shod in sloppy weather—Five Dollars the pair.

Yule-tide Donations

Why not something useful, practical and sensible. Take a look at these classy lines.

Gifts of Fine Footwear

For the boys at the Front and at Home—You cannot get better style or value anywhere.

No Guess Work

If you choose this style of Shoe for HIM at this glad Yule-tide season.

Always Suitable

—Always appreciated—Always expected. The correct Shoe Styles are here for good Xmas cheer.

Does He Smoke ?

Some one else is going to give him a pipe. You buy him a pair of these comfortable House Slippers.

Walk In, Please

Walk out, PLEASED — after fitting on our House Shoes.

You Are Known By Your Gifts

Our Felt Slippers are a guarantee of good taste, pleasing pattern and undeniable comfort.

A Handy Suggestion

For Christmas shoppers — Boudoir Slippers—One Fifty to Two Dollars.

As a Last Minute Purchase

Silk Half Hose with Clocks— in our Hosiery Department.

Every Season There's a Reason

Why the Shoe business comes our way. Aren't you curious?

There's Warmth and Wear

In every pair. A gift that's sure to please him—Romeo Slippers — Two Dollars the pair and worth it.

Attractive Yule-tide Windows Bring Business

STUDY THE CHRISTMAS WINDOWS

In this issue of the *SHOE AND LEATHER JOURNAL* many suggestions for Christmas window trims are presented. Heretofore it has been the custom to include these in the mid-month number, but retailers have pointed out that the paper reached them too late in order to make effective use of the plans before the Yuletide season, particularly if any materials had to be secured out of town. In order that readers may have ample time to study the plans and adopt such ideas as may be suitable to the construction or facilities of their windows, the directions are given at this early date, and not in our usual Christmas number.

The *SHOE AND LEATHER JOURNAL* will be pleased to receive photographs from progressive retailers who are installing attractive and effective windows for the holiday season, and will have nice cuts made for publication. If you have something striking or original, it is surely worth photographing, and if it is worth photographing, it is worth presenting to the trade in order that others may gain some ideas or pointers from your display. The broad-minded man, the aggressive merchant, the dealer who is forging to the front, is he who is big and generous enough to co-operate with others, to give and to get, exchange suggestions and to offer the benefit of any new proposition to others. All photographs sent in will be promptly returned.

Here is a fine Christmas window which was installed last season by the Abernethy Shoe Co., of Kingston, Ont. It was devoted to women's and children's slippers, ladies' traveling goods and accessories, such as shoe buckles, fancy button hooks, shoe horns, etc., while the other window had a showing of men's, boys' and little boys' shoes, hockey boots and slippers, as well as traveling goods. The pillar in the corner of each window was covered with evergreen

and had shelves, about eighteen inches above one another, covered with white cotton batting, the floor also being covered with batting. Frames, covered with white cheese cloth and batting, were made for all mirrors, and over each centre mirror was a "Merry Christmas" sign, in purple letters on gold cardboard. All glass stands were covered with batting and tied with red baby ribbon. Real evergreen covered the edges of all frames, and silver tinsel was used to form cross bars over the mirrors, on which were hung infants' bright red slippers (in the women's window) and small red bells in the men's. In each window was a rubber box covered with batting and tied with red baby ribbon, and on each box stood a Santa Claus, while in the centre of both windows hung a card, referring to holiday gifts. On taking the photograph, the card in one window was removed, as it caused too much reflection, and a large dark card, with buckles, was substituted. The little windows, which are independent of the others, were white and trimmed to correspond with the larger ones. They were lighted by themselves with green shades. One large window was lighted with red lights, while the other had green. The beautiful effect created by these lights caused people to stop and admire, and made a wonderful impression.

A Cross, a Star and a Crescent

An original Christmas window trim was shown last season by F. Sutherland, shoe merchant, of St. Thomas, and was designed entirely by P. C. Smiley. On account of the dark colors and position of the lights in the windows, the photo is not very clear and does not show up the display to advantage. From the ceiling of each window, two bars, covered with red and green crepe paper (and having a small twig of cedar hung from each end) were suspended, while from the centre hung a small red Christmas bell. The centres of the floors were dark red, with an eight-inch border of light green crepe paper. Each window was supplied with a cross, a star, and a crescent, or half moon, set on pivots, so that by turning them round, any article attached, could



A CHRISTMAS HOLIDAY DISPLAY BY LEADING KINGSTON SHOE HOUSE

be easily removed without disturbing the rest. These were constructed of wood and covered with green canvas, on which cedar twigs were sewn, while the edges were bound with an inch wide strip of dark red crepe paper.

Here and there poinsettias were placed to lighten up the green background. The cross was 4½ feet high and 4 inches wide, and at arms, 28 inches from one end to the other. The crescent was 5 feet in diameter and 8 inches at the widest point. The cross (in the gentlemen's window) showed men's gray spats, chocolate Romeos and slipper soles. The star showed different styles of men's slippers, shoe arches, cushion heels, polish brushes and laces. The



ATTRACTIVE MEN'S DISPLAY IN SUTHERLAND SHOE STORE, ST. THOMAS, ONT.

half moon held men's dancing pumps, tags for trunks, club bags and traveling sets. Suit cases, club bags, gaiters, leggings and moccasins filled up the rear of the window and the shelf. Both windows—only the men's being here illustrated—showed the same colors and materials, and the entire cost of the decorations was \$4.25.

An Old Shoe of Years Ago

Highly polished mirrors occupied the whole of each window in the last Christmas display of James McClinton, Jr., of Goderich, Ont. The lattice work and the designing in the rear were made of laths, planed and painted white, which was dressed neatly, but not gorgeously, with red and blue ribbons and small Christmas bells. From the top of the lattice work to the top of the window glass were extended several evenly coiled, or rather twisted, paper rib-

bons. There was a uniformity and proper succession of colors namely, green, blue, red and white. On the lattice work were placed the special Christmas slippers and dancing pumps, the latter being given prominence in the centre. The floor of the window was loosely covered with cheese-cloth, beneath which was a white surface of cotton. In the gentlemen's window, special prominence was given to a walrus club bag and a few hockey shoes. But the most interesting object in this window was an old boot worn about the year 1885. It was large and coarse, and would weigh probably five pounds, on account of a heavy iron sole and heel. Placed at an angle with this was the latest gun metal shoe. This seemed to make a hit, and as a result, many inquired concerning the old shoe, and naturally attention was drawn to the other shoe by comparison. The shoes were placed on polished nickle stands, while a few pairs of foot-easers and boxes of corn pads added a little variety. In the ladies' window, some attention was paid to winter slippers of felt, cotton and silk material. Here were displayed two each of suit cases and ladies' club bags. The background frame was of a different model, but the coloring was of a similar uniformity.

Get Good Cash Profit Now

Most merchants have purchased the bulk of their Christmas and holiday merchandise. Those that have not, ought to get busy and do it without further delay.

With this buying out of the way, there should be started a very careful watching of stocks from now until stock-taking time, with a special view of getting things down to bed rock when stock is taken.

By this is not meant that merchants should reduce the assortment of goods on hand, but it does mean that a special endeavor should be made to reduce as much as possible all surplus stocks, so that when the inventory is taken they are as low as they can be made, and still take care of the reasonable requirements of the trade.

From now until January 1, is usually the very best selling season of the year. It is, perhaps, the time when overstocks brought about through the mistakes in buying that even the best merchant will make, can be brought to reasonable proportions with the least loss in profits.

Cut price sales are neither necessary nor desirable at this time of year. In fact they are very likely to prove a real detriment. But the careful selection of "leaders" from the overstocks; the close buying of staples; the team work by every member of the sales force and an increasing watchfulness, will bring better results from now until the first of the year than at any other season.



HOW GODERICH SHOE FIRM CAPTURED HOLIDAY SHOPPERS

Generosity of St. John Shoe Firm

Perhaps one of the most patriotic offers made in St. John, N.B., since the outbreak of the war has been given by two shoe merchants not of Canadian or British parent-



H. WIEZEL, ST. JOHN, N.B.

age, but who are natives of a country now at war with England. Reference is to Joseph and Herman Wiesel, proprietors of a big and growing cash business in Union street, who enlisted in the cause of the Red Cross Society the services of themselves, their clerks, a committee of society ladies from the city, and donated 10 per cent. of their gross receipts towards the cause. The firm did some live advertising and the week's sale was a success in every way. The people came in crowds and the turn-over was really remarkable. The committee of ladies assisting in the work proved to be of great assistance in stimulating trade and public interest in the scheme, which was highly praised by the press of St. John.

Besides this, Wiesel Bros. have made monthly contributions to the Patriotic Fund. The sum made was large, for the percentage was from the gross, not the net receipts. Some of the most prominent leaders in St. John society presided over the store during the week of the especial movement, to assist Messrs. Wiesel, who won most favorable comment by their splendid offer.

In one of their advertisements, Wiesel Bros. said: "Six years ago we commenced business in St. John as blank strangers and in every way handicapped foreigners. Although natives of Hungary we have learned since becoming naturalized citizens of the British Empire, what it means to enjoy freedom of speech, action and a true spirit of business and social co-operation. We thank our British fellow-subjects for prospering us and gladly do we hand over our thriving business for the sake of the splendid charities made necessary by the terrible war. We trust that the people of St. John will accept our donation in the spirit in which it is offered."

In another paper they remarked: "This is not an advertising scheme of ours. We are buying newspaper space merely to make the scheme widely known. Thanks to the people of St. John, our stores do not need much more advertisement. Our offer is a heartfelt tribute of loyalty to the British King and his cause, and coming from a couple

of ex-Hungarian boys—now naturalized Britishers—we would like to have it accepted in the spirit in which we make it. We might have given a substantial cash donation, but feel confident the plan about to be carried out will be surprisingly more remunerative. This is the story in a nut-



JOS. WIEZEL, ST. JOHN, N.B.

shell. The offer has been considered from all viewpoints by those accepting it, and we are happy to say the work will be heartily entered into. Remember, starting Monday and until Saturday night, these stores will not be Wiesel's, but our 'Soldier Boys'."

No Attempt Made to Defraud

Herbert Capewell, charged with fraudulent intentions toward R. H. Tremble and J. J. Tearney in connection with the commissions to be received from Government military contracts, especially in reference to shoes, was acquitted by Judge Coatsworth in the County Criminal Court, Toronto. It was alleged that Capewell said he would use his influence to secure contracts for boots, sweaters and socks from the Dominion Government. The successful tenderers were to pay 5 per cent. on the amount of their contracts. Of this commission, Capewell was to receive one-half, the rest was to be equally divided between Tremble and Tearney. The fraud consisted in the alleged statement of Capewell that he had to divide with a fourth man at Ottawa who was "howling for money." In the box, Tremble and Tearney both said that there had been no attempt to defraud them.

Another Shoeman Goes to Front

Ray Brewer, formerly of Fredericton, but for some time past in the employ of Waterbury & Rising, Limited, St. John, N.B., has volunteered for overseas service with the 26th Infantry Battalion from New Brunswick. Before severing his connection temporarily with the staff and firm, the latter presented to him a substantial check, and the former gave him a handsome silver wrist watch suitably engraved. He has been a popular member of the staff since coming to St. John.

Western Firm Re-organizes

As announced in the last issue of the *SHOE AND LEATHER JOURNAL*, the name of the Wm. A. Marsh Co. Western, Limited, has been changed by supplementary letters patent, to that of Congdon, Marsh Limited, the head



ARTHUR CONGDON, WINNIPEG

office being Winnipeg. A new charter has been received and the officers of the new company, who have just been elected are: Arthur Congdon, president, and A. N. Douglas, secretary and treasurer. Among the other directors are Fred W. Marsh, president of the Wm. A. Marsh Co., Quebec, and W. H. Miner, general manager of the Miner Rubber Co., Granby, Que. Mr. David Marsh, who has been



A. N. DOUGLAS, WINNIPEG

with the Wm. A. Marsh Co., Western, Limited, for some time, has returned to Quebec, as the requirements of the Quebec business necessitate his removing from Winnipeg,—the staff there very much regretting his departure. The interests of the Marsh factory in Quebec, and the Miner Company's factory in Granby, are closely interwoven with

those of the Congdon, Marsh Co., and they will naturally work in co-operation with the new concern in the development of a progressive and efficient distributing business throughout Western Canada, for leather and rubber footwear.

Mr. Arthur Congdon was born in Nova Scotia in 1863, and came to Winnipeg in April, 1882. In 1886 he became manager of the shoe department of the Hudson Bay Company at Winnipeg, and continued in that position until February, 1895, when he entered into the wholesale shoe trade in Winnipeg on his own account. In 1904, Mr. Congdon opened a branch of his business in Calgary, this being the first wholesale shoe house between Winnipeg and Victoria, and early in 1906 a further branch was opened in Edmonton. Shortly after the opening of the Edmonton branch, Mr. Congdon amalgamated with the James McCready Co., Montreal, and as vice-president and western manager, conducted the western end of the business until early in 1911, when the Ames-Holden-McCready Co. was formed. Mr. Congdon then removed to Montreal, as vice-president of this company, but afterwards resigned and returned to Winnipeg.

Mr. A. N. Douglas, secretary-treasurer of the new company, who will be closely identified with the management, first became associated with Mr. Congdon in 1902, and remained with him until some time after the Ames-Holden-McCready Co. was organized, when he resigned to accept a position as manager in Winnipeg for the Canadian Consolidated Rubber Company. When Mr. Congdon took over the Wm. A. Marsh Co. Western, Limited, Mr. Douglas again became associated with him, and brings to the new business a wide experience and an exceptionally thorough knowledge of western trade and conditions.

Will Erect Large Store

John Lennox & Co., of Hamilton, who carry on a wholesale shoe business and retail leather goods, etc., have decided to enlarge their present premises on the south side of King street, near James, by building a six-storey department store, which will be one of the best equipped in Canada. Mr. Lennox, who is one of Hamilton's most successful business men, has been identified with the shoe trade for forty-one years. While he has not been in good health for some time, he is improving, and is able to be at the warehouse for a few hours each day. In conversation with the *SHOE AND LEATHER JOURNAL* he stated that the department store upon the present premises would be built as soon as the war was over, and conditions more settled. They do not intend giving up their wholesale business, but have another warehouse into which they propose moving their wholesale end. The firm might, however, build a departmental store large enough so that they could conduct their big jobbing business on the top floors. All the details will be settled in the very near future.

Given Extra Time to Build

The city council, of Regina, Sask., adopted the recommendation of the finance committee favoring an extension of time to the Canadian Consolidated Rubber Co., and the Gutta Percha and Rubber Limited, in regard to the erection of new warehouses. The Canadian Consolidated Company were granted six months' extension in which to proceed with the building operations, in their agreement with the city on the site which they purchased in January last to build a warehouse. Gutta Percha and Rubber Limited were to have completed the excavation and foundation for a new warehouse by December 31st, 1914. They were also given six months' extension from that date.

London Shoeman Installs Handsome New Store Front

His Premises Have Been Enlarged and Completely Over-Hauled—Believes in Cash Buying and Cash Selling; Money Cheerfully Refunded in Case of Dissatisfaction—No Reduction Sales Held—All Approbation Goods Sent C.O.D.

A complete new store, from entrance to rear wall—this practically sums up the extensive improvements and alterations which Rowland Hill, a widely known and popular shoe retailer of London, Ont., has made to his premises. It is about fourteen years since Mr. Hill embarked in business for himself, and in that time he has built up a solid and satisfactory trade. He now occupies the whole of a three-storey building, and has one of the most artistic and inviting fronts of any retailer in the west. Interiorally his establishment is equally attractive, and it is interesting to note how these improvements have been effected.

Story of Steady Expansion

In 1901 he had part of the ground floor only at 189 Dundas street—his present stand—the space being fifteen by fifty feet. Part of the front had for a long time been occupied by a stairway, leading to rented rooms above. This stairway was torn out in August last and Mr. Hill now has two fine display windows, instead of one. His premises are now ninety feet deep by twenty-four feet wide. There are oak armchairs down the centre and a double settee in the rear for children, the latter department being located under the mezzanine floor, where Mr. Hill's office is installed. Besides the well-equipped office, there is a cash desk and wrapping table on this floor to which all goods are sent in carriers. There is a stairway across the back, leading to the mezzanine, and from there other stairways lead to the upper floors, where a reserve stock is carried for both stores, for Mr. Hill runs a successful branch establishment at 429

Hamilton road. Lighting and ventilation for the office were obtained by cutting away a strip of about four feet across the back part of the ceiling above the stairway.

There is a new findings case just inside the imposing entrance, with a small cash register for "hurry-up" sales. This also acts as a partial screen to the interior and is at the same time, ornamental. During the year, every part of the store has been overhauled. The rear improvements were made in February, and the splendid new front and some shelving put in a few weeks ago.

The design of Mr. Hill's new store front is particularly applicable to the merchandise, shoes, which are to be displayed. The show windows are shallow, and as a consequence all footwear shown therein, is close to the eye of the observer, and thus the windows are exhibiting the goods to prospective customers in exactly the same way that a salesman does.

Details of the Exterior

The store front construction consists primarily of copper work in a statuary bronze finish. Beneath the four show window plates of glass is solid metal bulkhead 19½ inches high. This bulkhead is rich in color and furnishes an attractive base. There are bronze grilles in the bulkheads. These grilles provide for ample ventilation in the basement, and the construction is such that the windows are on the inside of them, thus enabling the same to be closed or opened when desired. All glass is set in all-metal sash, which provides for drainage and ventilation of the windows. The sash is so constructed that the cold air from the exterior can



THE PLEASING AND ATTRACTIVE NEW EXTERIOR OF LONDON, ONT., SHOE HOUSE.

pass into the show window, up to the inner surface of the glass, which means that a cold current of air is constantly in motion and consequently the possibility of frosting is reduced to a minimum.

The transom is glazed with 4 x 4 inch cast tile prismatic glass which throws the light into the store. Set in this prism glass is the firm's name worked up from brown art glass. The effect is particularly pretty in the evening when the lights from the interior shine through this art glass.

The awning is encased in a metal awning bar, which protects the canvas when it is not in use. By virtue of the awning being suspended at the bottom of the prism glass, no light is kept from entering the store through this prism glass. The small inconspicuous corner bars clamp the glass at their corners and thus the vision of the observer is not obstructed in anyway. The window sides are of hard wood with a pure white enamelled coating. The white background provides an excellent contrast to the black and tan shoes displayed in front of it. The entrance is by a door in the side of the backing. The backs of the windows are of plate



ROWLAND HILL, LONDON, ONT.

glass which enables the customers in the store to see the articles on display.

It will be observed that the show windows are entirely enclosed so that no dust will have access and also the warm air from the store is kept out, which aids considerably in the prevention of frosting or sweating. The store front as a whole is a most attractive one and was installed by the Kawneer Manufacturing Co., of Guelph, Ont.

On Sound Business Principles

In his enlarged and renovated quarters Mr. Hill has plenty of light, his stock is not crowded, and there is ample space for reserve. He has built up a business on unique lines, among which may be mentioned the following:—No goods are sent out on approval, except on strictly C.O.D. terms. This plan was inaugurated a little over a year ago, and has worked well. No credit is given to any person, except to shoe dealers, or public and charitable institutions. Mr. Hill believes in cash buying and cash selling and gladly gives the money back in any case where a patron is dissatisfied. This is done cheerfully and willingly.

He has never had special sales, but offers slow selling lines at cut rates during the slack season. By being watchful, he does not have much accumulation of odds and ends. "Watch stock closely" has been his slogan.

Mr. Hill has always specialized on "Made-in-Canada" goods, and controls the agencies for some of the best men's and women's lines. His motto has ever been "reliable footwear" and he has always been ready to learn and profit by the experience of others. Two sons, Rowland, junior,

and Clarence, take an active interest in the business, while his sister, Miss Lottie Hill, has charge of the office. He has several salesmen, among them being Hector Boyce, Reuben Wills and Dan Flemming, besides extra help which he secures on Saturdays and holiday times.

For ten years Mr. Hill was in the employ of the J. P. Cook Co., London, where he thoroughly learned the retail business. He is vice-president of the Retail Shoe Dealers' Association, of London, and is a warm supporter of organization and co-operation among the trade.

Do You Base Your Profits Aright?

1. The remuneration of salesmen, for instance, is figured on a percentage of the selling price, and is not figured on the cost price. Therefore the selling price plan works in harmony with that.

2. The percentage of expense of doing business is based on the selling price. If you talk and think of your percentage of profit on cost and your percentage of expense on selling price, nine cases out of ten you will lose money before you get yourself untangled.

3. Because the mercantile and other taxes are invariably based on the percentage of gross sales. Therefore, it is important, if you are figuring in your mercantile and other taxes in your expenses, to figure them in the same way in which you are figuring your anticipated profits and making your selling prices.

4. Because the sales totals are always given in books of records. Cost totals are seldom if ever shown.

5. Because a profit must be provided for two items of capital. On the capital invested in merchandise and on the capital necessary for operating expenses not properly chargeable to merchandise account. This is only possible by figuring a profit on the selling price.

6. Because it indicates correctly the amount of gross or net profit when the amount of sales is stated. If you are figuring your percentage of profits through selling price, a statement of gross sales for the day, or month, or year would be a pretty accurate indication of what you should expect in the way of profit. The percentage of profit on sales is indicative of result of a year's business; percentage of profit on cost is not.

7. Because allowances in percentage to customers for cash discounts and otherwise are always from the selling price. Therefore, you can figure more accurately in taking your cash discounts into consideration if all your percentages are based in the same way.

8. Because no profit is made until the sale is actually effected.

9. Because by harmonizing your entire plan of figuring your percentages relative to profits in business, etc., with the entire plan on which your merchandising is harmoniously developing, you will not consider your selling price, percentage of profit and expense, etc., entirely different from anything else.—From "The Right Way to Figure Profits," by Thomas A. Fernly.

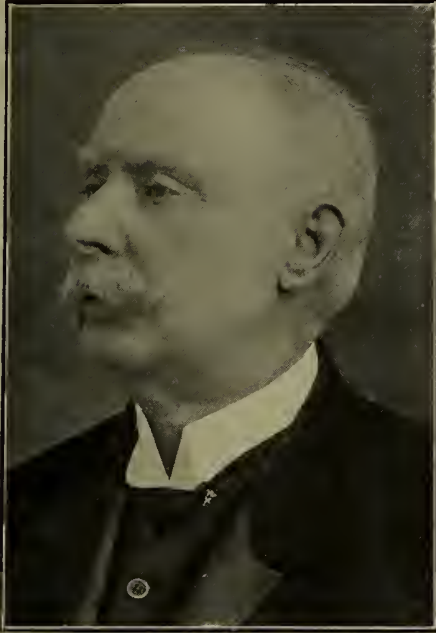
Deal Kindly With Suggestions

"He never said 'Thanks!'"

To nip enthusiasm in the bud in the way implied by the foregoing remark of a snubbed employe is not only cruel, but poor policy. The fortunes of many businesses have been affected by the attitude taken on the suggestion of the staff. The stagnant condition of one firm's affairs, and the flourishing condition of another's, are often traceable to the same cause.

Death of Veteran Shoeman

Many friends in the shoe trade will regret to learn of the death of W. J. Webster, which took place on November 26, at Cobourg, where he has been living for some time. For forty-six years the late Mr. Webster was engaged in the wholesale shoe trade at 60 Victoria Square, Montreal, retiring about a year and a half ago. He spent a great deal of his time on the road, covering the Dominion from the Atlantic



THE LATE W. J. WEBSTER

to the Pacific. His favorite territory, however, was Ontario. Mr. Webster made his first trip in 1866, from Brown & Charles, of Montreal, who were pioneer shoe manufacturers. He is survived by a son, W. Davidson Webster, of the Cobourg Felt Co., and a daughter, Miss Webster, who lives in Montreal. The late Mr. Webster was of a genial and kindly disposition, and, during the long period that he spent on the road, was engaged in business practically all that time. His passing marks the severance of another of the ties which bind the link of shoemen of the present day with those of the past.

Merchants Should be Exempt

E. M. Trowern, secretary of the Ontario Provincial Board of the Retail Merchants' Association is sending out to the members the following letter which explains itself.

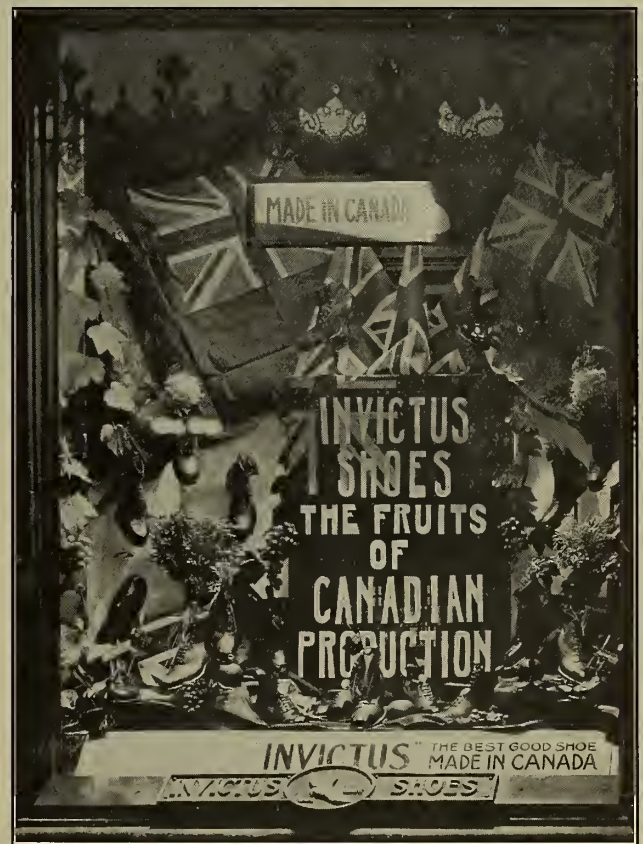
As you are possibly aware, at the last session of the Ontario Legislature, an act was passed entitled "The Workmen's Compensation Act." The Ontario Provincial Board of our Association strongly opposed having the conditions of the Act apply to retail merchants, and the Government promised that retail merchants would not be included in its provisions. To carry out the conditions of the act, a commission was appointed, consisting of three members. To put the act into force, the commission have recently sent out a large number of forms, and we find that they have been sent to retail merchants to be filled in, as well as to manufacturers. In order to call the attention of the Government to the fact that they promised us that we would not be included a representative delegation recently waited upon the Hon. I. B. Lucas and members of the Commission, and explained our position to them. We received a good hearing, and we were asked to place in writing the various businesses that we consider come under the retail class, as the Commission had had no reliable information to guide them, as to

who were or were not retailers, when they sent out their forms. In addition to compiling this information, we intend to also compile the reasons why we think that the Act would be of no value to us,, but only result in adding to our cost of doing business for the benefit of other classes.

Until you hear from us again we would like you to explain our position on this subject to any of the members of your branch of our Association, and ask them to hold any forms that they may receive, until a later date. The accidents that you and your clerks and drivers are apt to be subject and liable to, do not come under the provisions of the Act, and consequently, if you did contribute anything toward it, you would not be protected as you should be. Any literature that you or the members of your branch may receive on this subject from the Workmen's Compensation Act Board, we would be pleased if you would forward it to our office.

Putting in Patriotic Window

A loyal and patriotic window, which called forth a great deal of favorable comment, was installed recently by H. J. Eady, 50 Yonge street, Toronto. Canadian flags formed the background and floor, and in an elevated position at the rear were three small Union Jacks, arranged to



form a pinnacle. The color scheme was nicely relieved by the display of apples, grapes, vines, wheat and chrysanthemums. In white letters on a large flag were the words "Invictus Shoes, the fruits of Canadian Production." Mr. Eady certainly showed considerable originality and good judgment in his arrangement and exhibit of fine footwear, and everything about the pleasing emblematic spectacle was well balanced and carefully planned.

E. J. Wright, who, for the past two years, has been in charge of the bottoming room of Cook-Fitzgerald Co., London, has resigned. He is contemplating opening up quick shoe repair shops in several Ontario cities.

Good News for Old Friends

The many friends of Mr. Jas. Robinson, of Montreal, throughout the Canadian trade will be glad to learn of his continued improvement in health. Two or three years ago he found it necessary to "go slow" and made arrangements to take some relaxation from business and public life. A year or so ago his condition became so alarming that an eminent specialist was consulted and he was placed under



J. GEORGE ROBINSON, MONTREAL

most careful treatment. The more dangerous symptoms have now subsided and he seems in a fair way to recovery. At the time he sought relief, and even before that, he placed his business in shape to practically run without his supervision. His son, Mr. J. G. Robinson, took on the buy-



D. S. BENVIE, MONTREAL

ing and selling end of the business, as well as the numerous outside interests of his father. In Mr. D. S. Benvie, who looks after the financial end of the concern, Mr. Robinson has a man who is as familiar and competent as himself to handle the monetary interests of the various departments

of Mr. Robinson's undertakings and thus there has been no break whatever in the continuity of the business. Mr. Robinson's features have been familiar to the readers of the SHOE AND LEATHER JOURNAL for a quarter of a century, and as a matter of interest to the trade, the photographs of his two lieutenants are now presented. J. George Robinson is a "chip off the old block," in more ways than one, the resemblance to the father being most marked in conversation. It looks as though, with or without Mr. Jas. Robinson's active participation, the business has a long life of continued growth and prosperity ahead of it. In the meantime the SHOE AND LEATHER JOURNAL, and the host of well-wishers who have followed Mr. Robinson's career, hope that the good news with regard to his improved health but presages the full return of his old vigor.

Smart Shops Showing Lace Shoes

The wave of the lace shoe seems to be sweeping over the larger cities of the United States, particularly New York, Philadelphia and Chicago. All the leading shops are showing them, and high-class retailers in Toronto already have these attractive creations in stock, while many new patterns are expected for the Christmas trade. At present, the lace shoe is being purchased exclusively by the smart dressers and the well-to-do, retailing at seven, eight, nine and ten dollars the pair.

Howard C. Blachford, of H. and C. Blachford, Limited, Toronto, who is manager of the women's department, has returned from an extended visit to the leading shoe centres of eastern cities. He says that all up-to-date shops are showing women's lace, and that many factories, catering to the best trade, are running largely on the new lines. The showings embrace the stage last, the short square French toe, and the fairly long, pointed toe. The foreparts are principally in patent and gunmetal. A few of the shoes have very short vamps, from 1½ to three inches, but the most popular length is about 2½ inches. The quarters, in all instances, come in grey, the new nigger brown shade, fawn, taupe, etc., while the heels are either of leather or wood, covered with the same material as the quarters, which imparts to the shoe a neat and artistic effect.

Some of the shoes have patent leather facings down the front, some are noticed with a gaiter effect, having a short, circular heel foxing, while a few are seen cut extremely high. The average height, however, is about the same as that of a fifteen button boot. Possibly, the most popular color is fawn just at the present time, and the favorite heel is the Cuban-Louis. There seems to be a return to lace boots among the best dressers, and, as already stated, the leading retailers are stocking them pretty extensively, in some lines. Whether the lace boot will be a ready seller for any length of time, or whether it will result in displacing the button boot to any appreciable extent, is, of course, conjecture.

One of the leading caterers to women's foot needs in New York when discussing the trend of women's styles the other day, was asked how he managed to keep up with them so fast and frequently were changes brought about. Said he: "I am always on the look out for something new, something distinctive, and particularly high class. You inquire how I keep pace with the procession. Well, I may tell you that I never re-order on any line, no matter how much demand there may be for that particular range of feminine footwear. I pass on to something else. The result is that I have shown and sold certain shoes and gone out of them while others are considering putting them in. You may think by not re-ordering, or sorting, that I would have a great many odds and ends. Well, I do, but I clean them out by means of a clearing company, and, of course, on all that I sell I have to obtain a very generous profit."



IMPARTING A WINTRY EFFECT TO HOLIDAY DISPLAY

Two exceptionally attractive and artistic Yuletide windows were installed by James Nash, shoe retailer, of Brandon, Man. He always makes a specialty of window trims. In the men's window, the floor was puffed with cotton, placed over stands of varying heights, which imparted the effect of a snow bank. The floor was covered with flitter and sprigs of holly, and the shoes, which consisted of the latest styles in men's footwear, together with hockey boots, pumps, Romeo, Everet, felt, and other lines of slippers were neatly arranged. In the background was a row of holly, suspended above which was a large Christmas bell, and tissue paper festooning. In the centre, against the background, was a papier mache face of Santa Claus, surrounded by a holly wreath. In the centre of the window was an open club bag, standing on end, and resting on the top was a handsome show card, which read: "For him—a nice pair of slippers or gloves." At the back of the window, several up-to-date lines of gloves and mitts were displayed.

The women's window, an illustration of which is here presented, was similarly arranged, and the shoes on display consisted of the neatest and nattiest effects in women's high and low cuts, boudoir, Juliet, evening, opera and other appropriate lines. At the back were displayed child's leggings, overgaiters, infants' soft soles, etc. At the front of each pair of shoes there were dainty little price cards, which served to add an individual touch.

In the centre was a neat show card with the words "A Merry Christmas," and in its upper left hand corner a typical winter scene. There is no more useful, serviceable

or practical gift for the holiday time than footwear and the enterprising retailer should take every means in his power to impress this fact upon the people, and to point out to them the advantage of early shopping in the way of a better service, a wider selection and more careful fitting.

Too Many Fake Propositions

"I think," writes a northern retailer, "that it is about time some steps were taken to stop fake advertisements, guessing contests, votes for libraries, pianos, kitchen cabinets, etc., to which merchants are subjected every now and then through the pressure of some society or the rather doubtful tactics of some competitor. I do not think that any store ever gained permanent advantage from going into such schemes, and I have tried them all. I cannot say that I have ever made a dollar out of the propositions, and generally after any little excitement created had subsided, trade fell off to quite an alarming degree. Most every proposition of this kind is "loaded" in favor of the promoter, and will eventually do any store more harm than good in the end.

"Another thing that ought to be discountenanced in every particular is the 'slaughter sale' business. I believe that a great many such flaring statements are pure fabrications, that unsettle the buying public and create false impressions in the minds of purchasers, regarding the profits that shoe dealers make. In the end, so-called "Slaughter Sales" act as a boomerang. To me, the "Big Bargain" sale always indicates that the man behind the gun is one of three things—a very poor business manager, a careless and inefficient buyer, or a fakir."

Newsy Briefs from Old Quebec

A. E. Marois, of the firm of Tourigny & Marois, shoe manufacturers, and wife, celebrated the twenty-fifth anniversary of their wedding on November 25th. In honor of the event, a large number of their friends and relatives were entertained at their handsome private residence, Villa Vic-



A. E. MAROIS, QUEBEC

toria, St. Foye road, where a very pleasant evening was spent. The house was beautifully decorated by pretty colored electric lamps, the table being especially attractive. Several automobiles were placed at the disposition of about 300 guests who attended, among them being the brothers of Mr. Marois with their wives and children. Mr. and Mrs. Marois have fourteen children living, and the god-parents of each of them were present on the occasion.

The day previous to the celebration of the silver anniversary Mr. Marois was called into his shop and presented with a fine silver fruit stand by his employes. The recipient made an appreciative reply, saying that he considered it was only his duty to develop his industry as rapidly as possible, in order to supply work for the many hands employed by him.

Mr. Marois' brothers presented him with different articles in silver. During the evening an address was read by J. A. Scott on behalf of the shoe manufacturers and leather dealers of Quebec, extending their congratulations to the popular pair upon the happy event, and wishing them many more years of prosperity and contentment. Following the reading of the address, Mr. Marois was then presented with a handsome and costly cabinet of silver cutlery, while Mrs. Marois was given a valuable silver mounted toilet set. Mr. Narcisse Gagnon, of Aird & Son, Montreal, who was present with his wife, presented Mr. Marois with a rich cut glass punch set. To all of these donations the pleased recipients made appropriate replies, thanking their friends for their good wishes and their tangible expressions of kindness and esteem. The children of Mr. and Mrs. Marois presented their parents with an address and silver fruit stand.

After all the gift giving had taken place, a splendid dinner was served, following which there were a number of toasts. An orchestra was present and the proceedings were enlivened by several musical selections. The remainder of the evening was pleasantly spent in dancing and other past-time.

Among the members of the trade who organized the presentation to Mr. Marois were J. A. Scott, Luc Routier, Art Richard, J. A. Cloutier and G. Lepine, C. Galibert, of Montreal, was represented by G. H. Bray. Among the shoe manufacturers who were present were:—O. Goulet, Elie Jobin, W. Desbiens, of the Wm. A. Marsh Co., L. Gauthier,

of the Louis Gauthier Co., J. H. Larochelle, Dr. Brunet and J. Tanguay, manager of the Rock Shoe Co. and among the leather men were:—Edgar Shee, Oscar Clement, Jos. Labrie, Louis Guay, A. Filardeau, Fidel Blouin, Geo. Bilodeau, Alf. Dupere, Pierre Blouin, A. A. Cantin, Art. Gosselin, Paul Hebert, Pierre Ouellet, Jos. Thivierge, Lucien Borne, H. Picard, J. W. Russell, Mr. Rogers, of the United Shoe Machinery Co. Paul Tourigny, formerly business associate with Mr. Marois, who was absent on business in the eastern states, sent his congratulations, regretting his inability to be present. A heliotrope satin badge was presented each guest, with the following inscription:—"1889-1914—Souvenir of the silver wedding of Mr. and Mrs. A. E. Marois, Quebec. 25th November, 1914."

A. Isseman, who represents the Walpole Rubber Co., of Montreal, was in Quebec recently calling upon the trade with a new special line of rubber sole, which can be sewed the same as leather, and which, it is claimed, will give better wear. Mr. Isseman was also showing a line of backing cloth for uppers and insoles.

H. Bonner, of the Bonner Leather Co., Montreal, was in the city last week calling upon the trade. He says that raw material is very hard to get.

Alf. Pouliot, tanner, of Quebec, lost one of his sons recently, who had just finished his classical course at the Quebec seminary. Many friends are extending sympathy to Mr. Pouliot in his bereavement.

All the stock in the F. W. McKean shoe factory has been removed to the premises of E. Shee, where it has been sold, and the proceeds will be handed over to the bank. The sole leather has been bought by Legace & Lepinay, the unfinished shoes by J. E. Samson, while the welting was purchased by the John Ritchie Co.

Live Views on Stylish Shoes

A leading authority on styles states that among the high-class trade during the coming spring season, one of the things which is going to sell remarkably well is the oxford, with blind eyelets, laced with a silk "fish-line." This oxford will have a pointed, receding toe, will be built with a turn or very light sole, and will be exceptionally graceful and neat. It is two years now since the oxford had any call in high-class city trade, and its return to favor is looked forward to with considerable interest and expectancy by smart shoppers in leading cities. Another authority on style says that a new cloth, known as the tri-color, which will have a kind of blue-reddish effect, will be seen on a number of late spring models. Certainly the lace boot appears to be winning its way into popular favor and all the leading retailers are showing them. Some novelties are being introduced, but the fawn and grey tops, with trimmings of black leather, to match the vamps, are leading just at present.

Another shoe, which is creating some interest in New York, is a white calf pump, with quarters striped with black satin ribbon, and celluloid-covered heel, with black and white effect or zebra pattern, as it is known by some. The only ornament is an onyx eye. The black and white effect is exceptionally pretty. Overgaiters are worn to a large extent in the leading cities, particularly by the young women, fawn and various shades of grey, along with a fair representation of white, being the leaders.

In men's footgear, the changes are not very noticeable for the winter. Cloth tops are popular in fawn and grey, while the plain recede toe and the stitched tip are seen to a great extent. The darker shades of brown also reveal a fair measure of appreciation for early winter wear. The brogue shoe, and long wing tip is also shown to a certain extent. Men's styles are much more conservative than women's—and always will be.

The Horseshoe Hunt Club's Outing

The Horseshoe Hunt Club left for the hunting grounds on a special Pullman car attached to the Cobalt train leaving Toronto on October 30th. This year it was composed of twelve members. The Newmarket contingent consisted of Dr. Stuart Scott, Douglas Scott, J. R. Y. Broughton, Andrew Davis and Hon. E. J. Davis. There were also J. C. Moore, city clerk of Guelph, Fred Underhill of Aurora, Elmer Davis, of Kingston, Dr. Dransfield, of Toronto, Mr. Tingle of the same place, and J. L. Johnston and David Johnston, of Ottawa. They arrived at their camp, in the Haliburton District, on Saturday afternoon, and were ready for operations on Monday, when the season opened.

The weather was anything but satisfactory from a hunting standpoint, and interfered very much with the party getting a large number of deer. Still in the aggregate they had no cause to complain, the twelve members securing eleven deer. This is only one short of the number they are entitled to by law. Of the Newmarket contingent, Dr. Scott secured one, and Mr. Broughton two. The others were divided around among the balance of the party.

This is one of the best organized hunt clubs in Canada. Their business is run in a thorough, systematic manner, an annual meeting being held each year during the camp, of which minutes are kept and all records in connection with the conduct of the business of the club. They have a comfortable house, good cook, and everything to make camp life thoroughly enjoyable when the work on the runways for the day is over.

Deer hunting is one of the most satisfactory holidays for a business man that it is possible to imagine. Everything one does is so different and conditions vary so much to what one is accustomed to at home, that business is entirely forgotten and the thorough change is enjoyed. As one of the members stated in a recent letter received by Hon. Mr. Davis, he returned home feeling fine and it was a real pleasure to jump into business again with a clear brain and renewed vigor. Two weeks seemed altogether too short, and the party returned on a special Pullman,

placed for them at Huntsville, on Saturday evening, November 14th, the Newmarket contingent dropping off on the Cobalt Sunday morning, happy to meet, sorry to part, happy to meet another year. The accompanying illustration shows the majority of the members of the Horseshoe Hunt Club, and what they accomplished. In other words, they have "the goods" with them.

Weak Spot is Easy Credit

In the opinion of Will Irwin, the well-known financial expert, the retail credit system is very inefficient. Writing in the Saturday Evening Post, he says: "Probably the weakest spot in American business is the retail credit system—with all due respect to those eminent political economists who think there are no weak spots outside Wall Street. Country merchants, as a whole, extend credit not only liberally, but prodigally; a considerable part of their bills receivable are payable, in fact, at the debtors' convenience. There is no question that this is a great handicap to the country retail trade. A country store need not run very long on this wide-open credit system before bills receivable absorb a considerable part of the merchant's capital. This means that he cannot pay the wholesaler until his patrons pay him. Probably free-and-easy credit has wrecked more small retail business enterprises than all other causes put together.

If the retailer does not pay his own bills promptly he is at a continual disadvantage in buying goods. If he is free and easy with credit, that puts him at a continual disadvantage in selling also. Jones buys twenty dollars' worth of goods of him and pays spot cash; Smith buys exactly the same goods at exactly the same price and pays in six months—which means that the merchant is either overcharging Jones or undercharging Smith, for twenty dollars spot cash is a greater value than twenty dollars paid in six months.



THE DAVIS LEATHER CO. FIND NO SHORTAGE IN DEER HIDES THIS YEAR

Canadian Manufacturers After Orders

(Continued from page 24)

Tanners Will Be Right There

Recently, at the request of Sir George E. Foster, a delegation of about fifty tanners had an interview with the Minister of Trade and Commerce, in Ottawa. It appears that some representations had been made to him, that leather manufacturers in certain sections of the Dominion were taking advantage of the occasion to unduly raise the price of their product, and that this prevented footwear manufacturers from securing as many contracts for army shoes as they would like, because they could not turn them out at the prices which foreign governments were willing to pay. In order to clear up the situation and to find exactly how matters stood, the interview took place at the Capital and a number of speakers were heard in the different branches of the leather trade—upper and bottom stock, harness, saddlery, etc. Among these were Hon. E. J. Davis, Newmarket; Geo. W. Beardmore, Toronto; Geo. C. H. Lang, Berlin; C. O. Shaw, Huntsville; F. G. Clarke, Toronto; Charles Robson, Oshawa; Alderman S. Morley Wickett, Toronto; J. Daoust, Montreal; C. G. Marlatt, Oakville. The tanners' side in

Joins Ranks of Benedicts

Harold Gladstone Greene, manager of the footwear department of the Montreal warehouse of the Gutta Percha and Rubber, Limited, was married on November 21st, to Miss Florence Margaret, third daughter of Mr. and Mrs. Wilton C. Eddis, Toronto. The ceremony was performed in St. Simon's Church, by the Rev. E. C. Cayley, D.D. The bridesmaid was Miss Georgie Eddis, sister of the bride,



H. G. GREENE, MONTREAL

while the best man was Mr. Leslie Greene, brother of the bridegroom. Mr. Greene and bride left for the east on a short wedding trip and will reside in Montreal. Mr. Greene is the son of R. H. Greene, secretary and manager of the footwear department of the Gutta Percha and Rubber, Limited, and for the past few years has been associated with his father as assistant manager, but last month was promoted to the head of the footwear branch of the company in Montreal. Many friends will extend their congratulations.

the way of supplies, capacity, demand, facilities, price tendencies, etc., not only in the matter of sole leather, but in harness leather, side stock, calfskins, etc., was ably presented by the different speakers. Sir Geo. E. Foster was assured that if very extensive orders were received for leather goods equipment, either in the way of shoes, saddlery or other paraphernalia for the army, the Canadian tanners would be able to supply the demand.

While it is true that it has been difficult to secure hides and skins, in view of the conditions of affairs brought about by the war and the fact that a number of shoe manufacturers have entered the American market as buyers who heretofore have obtained their supplies from abroad, still, it is felt that the situation will right itself to a very large extent. While the prices of all leathers are stiff and increasing, the future is by no means considered discouraging, and Canadian tanners, whose capacity has always been far in excess of that of the demand of the Dominion, will find a good outlet for their surplus, in overweight sole, splits and harness leathers. Many plants are now working overtime in an effort to meet the demands of the Militia Department. The lifting of the recent embargo on cattle and hides is also favorably regarded by the leather manufacturers.

It is understood that an embargo on leather had been suggested to the Department of Trade and Commerce, but after hearing the representations of the tanners, Sir Geo. E. Foster was enabled to understand the exact situation of affairs, being convinced that such a move was neither necessary nor advisable. One of the speakers pointed out that the complaint of eastern manufacturers in regard to the raise in the price of leather did not appear in the proper light. Certain shoe firms got prices on leather two months ago and had submitted figures for a certain style for army boot. Afterwards, when it was announced that a contract would be placed (eight or nine weeks later) the same manufacturers thought they could obtain supplies at the same price as the leather was quoted at the time of submitting the sample shoe.

Of course, in consonance with the scarcity of hides, the shutting off of foreign skins, the figure had gone up, and the leather manufacturers maintain that the few cents advance is altogether justified by the circumstances.

Another tanner pointed out that if any manufacturers really felt that they were being overcharged for leather by Canadian producers, all they had to do was to get their stock from the United States and incorporate it in the shoes on all foreign orders. The Canadian Government gives a refund of ninety-nine per cent. of the duty, this being done in every instance where raw material is brought in to be used in making articles which are exported. Many other points were brought out and it is thought that tanners will in every way be able to meet all orders for leather, which Canadian factories may place with them.

Larrigans for Boys at the Front

The British War Office is considering the use of long "beefskin" moccasins, such as are used by Canadian lumbermen, for the men at the front this winter. The larrigans, as manufactured in Canada, are waterproof, and with the heels and heavy soles attached would likely prove a great boon to the men bearing the brunt of the fighting. Many orders for such moccasins have already been received from the men in the Canadian contingent.

Lieut.-Col. Murphy, who was Transport Officer in the first Canadian contingent, and who went to England on a special mission for the Militia Department, has returned to Ottawa. He highly recommends such footwear for the use of the troops.

SHOE NEWS IN PARAGRAPH

L. E. Moreau has opened a shoe store in Edmonton.
W. C. Doyle has started a shoe store in Ernfold, Sask.
The Maple Leaf Shoe Co., Montreal, has been dissolved.
The stock of the London Shoe Store, Montreal, has been sold.

The Wheat City Tannery Co. have started in business in Brandon, Man.

C. E. Lepine has resigned from his position with Dupont & Frere, Montreal.

A new shoe store has been opened at 996 Dundas street, Toronto, by Mr. Ransom.

E. P. Mullarky, of Quebec, was in Montreal for a couple of days last week.

Hamilton Bros., late of Sutton, Ont., have opened a new shoe store in Newmarket.

Frank Ortlieb has opened up a shoe and harness business in St. Gregor, Sask.

The assets of Philip Lamv, dealer in shoes, dry goods, etc., in Montreal, have been sold.

A. Brandon, of the Brandon Shoe Co., Brantford, Ont., was in Toronto last week on business.

A. Bonisteel, of the Collis Leather Co., Aurora, Ont., was a recent visitor to the Boston market.

S. Morley Wickett, of Wickett & Craig, tanners, of Toronto, was in Montreal early this week.

P. F. & E. E. Anderson, shoe dealers, of Moose Jaw, have been succeeded by Anderson, Limited.

J. Sale, jr., of the Julian Sale Leather Goods Co., Toronto, was in New York recently on a short visit.

Several machinery parts have recently been installed in the Rena Footwear Company's factory, Montreal.

P. I. Hersey, vice-president of the Regal Shoe Co., recently paid a trade visit to Montreal and Toronto.

W. P. Stewart has started in the shoe business in Uxbridge, Ont., and put in a representative stock.

Dufresne & Locke, Maisonneuve, have had several new machinery parts installed in their factory recently.

L. W. Johnson, shoe retailer, of Galt, Ont., has announced that he is retiring from business in that town.

Recently the shoe shop of H. Walker, Brampton, was broken into and six pairs of shoes, valued at \$20 stolen.

The Northway Co., of Orillia, are closing out their shoe department, which has been conducted for some time.

Jos. Erman, representing Krohn-Fechheimer Co., makers Co., Toronto, has returned from a business trip to Ottawa and Montreal.

Hon. F. J. Davis, of Davis Leather Co., Newmarket, was in New York and Boston last week for a few days' visit.

Frank R. Barber, dealer in shoes and men's furnishings, Port Elgin, Ont., was in Toronto recently calling upon the trade.

Charles E. Fice, of Toronto, Ont., representative of J. & T. Bell, Limited, has been spending a few days in Montreal.

"Terry" McGovern, of the Western Leather Goods Co., Toronto, has been spending a few days last week in Montreal.

Chas. A. Blachford, of Blachford Shoe Manufacturing Co., Toronto, has returned from a trip to Ottawa and Montreal.

In reply to an advertisement from the War Office, England, asking for tenders to supply winter boots for the soldiers at the front, the managers of boot and shoe factories

in St. John's, Nfld., have sent by the R. M. S. Carthaginian samples and price lists of the top boots made by these concerns.

Charles Bonnick, manager of the Toronto branch of Ames-Holden-McCready, Limited, spent a few days in Montreal last week.

James Valentine, of Valentine & Martin, shoe manufacturers, of Waterloo, Ont., was a caller on the Toronto trade last week.

Robert E. Katz, sales manager for the Panther Rubber Mfg. Company, of Sherbrooke, Que., was in Toronto last week on business.

A. Wellwood and Chas. W. Elliott, shoe retailers, Dan-



AN ATTRACTIVE FLOAT OF HUGH HOTSON, SHOE DEALER, TAVISTOCK, ONT., AT THE FALL FAIR IN THAT VILLAGE, IN WHICH A FINE DISPLAY WAS MADE OF DERBY SHOES FOR MEN WHICH ARE MANUFACTURED BY THE MURRAY SHOE CO., LONDON. MR. HOTSON IS SEEN STANDING ON THE RIGHT.

forth avenue, Toronto, have returned from a successful hunting expedition.

Chas. Robson, of the Robson Leather Co., Oshawa, has returned from a business trip to New York, Boston and other eastern cities.

The shoe store of Sparks Bros., St. Catharines, Ont., was entered recently and several pairs of shoes stolen, as well as mitts and gloves.

G. A. Blachford, of Blachford Shoe Mfg. Co., Toronto, is spending a few days amongst the shoe manufacturers in Rochester and New York.

W. C. Meyers, of Toronto, representing the Rideau shoe, has returned from an extended business trip throughout the western provinces.

A. Chadwick has moved into his new store in East Toronto, a few doors from his old stand. His new premises are larger and more attractive.

J. E. McCormack will open up a footwear and dry goods business in Carberry, Man. He has leased the stores formerly occupied by T. D. Stickle.

J. Hessenhauer & Son, shoe retailers, of Berlin, have installed an attractive new front in their place of business, which greatly improves its appearance.

R. G. Smith, western representative of the Slater Shoe Company, Montreal, has returned from his spring selling trip throughout the Prairie Provinces.

S. D. Wilson, buyer of the Hudson Bay Co. Vancouver branch, has been calling on shoe manufacturers in the East and spent a few days in Montreal and Quebec recently.

Fred. P. Beemer, of Toronto, who represents the Guplin line of slippers and the Sorosis shoe has returned from an extended business trip throughout the Prairie Provinces.

The large consignment of shoes, which was recently made by the Weston Shoe Company, of Campbellford, O.

for the Belgian sufferers, was shipped last week to that country.

Geo. Cowling, of the Blachford Shoe Manufacturing Co., Toronto, has completed his spring trip in Western Ontario, and reports spring business as being very satisfactory.

The U. S. M. Co. have installed one of their latest 16-foot Goodyear shoe repairing outfits in the establishment of the Montreal Shoe Repairing Co., 637 St. Catherine street west, Montreal.

C. T. Shaw, Montreal, president of the Anglo-Canadian Leather Co., has returned from a visit to New York and Boston. Mr. Shaw reports conditions in American centres as being very good.

John Leckie, of the J. Leckie Co., shoe manufacturers, Vancouver, and J. A. Thurston, superintendent of the company, were in Toronto, Ottawa, Montreal and other cities last week on business.

J. Geo. Robinson, of Jas. Robinson, Montreal, was in Ottawa during the early part of last week. Mr. Robinson states that shoe conditions in the last few weeks have shown a decided improvement.

H. H. Lightford, former superintendent of the Perth Shoe Co., of Perth, who has been spending some time in the New England States, was in Toronto, London and other cities this week on business.

E. W. C. Honen, formerly of Maisonneuve, who is now superintendent of the Barrie, Ont., plant of Underhills, Limited, was recently in Marlboro, Mass., being called there owing to a death in his family.

C. S. Sutherland, of the Amherst Boot and Shoe Co., Amherst, N.S., was in Montreal during the latter part of the past week. While in that city he attended the meeting of shoe manufacturers held last Friday.

G. A. Maybee, of Maybee, Kennedy, Limited, Moosejaw, is spending a few days in the east looking over the trade. He reports conditions in his section of the country as very good as far as the company are concerned.

Wm. Allin, Hampton, Ont., passed away recently in his 89th year. For some years he conducted a shoemaking establishment in that village. He was the oldest member of Canadian Order of Home Circles in Canada.

Grand Duke Michael of Russia has presented to the French army one million pairs of shoes which had been ordered from Webster, Mass., factories at an average price

of \$3 per pair. Some enormous orders for shoes for the Russian army also have been placed.

A. W. Dubois, representing Charles K. Fox, Inc., the widely known slipper manufacturer of Haverhill, Mass., was in Toronto last week showing a fine range in evening footwear.

John Brotherton, shoe retailer, Yonge street, Toronto, has sold his branch at 750 Broadview avenue, to A. E. Cudmore (formerly in the shoe business on Gerrard street east), who has taken possession.

Wm. Ryall, who for several years conducted a shoe business at 997 Queen street east, but retired some time ago, passed away recently at his home in Toronto. He was about 60 years of age, and was widely known.

W. George Borland, who has been away on a two weeks' honeymoon trip, has returned to Montreal and is again calling on the customers of Jackson & Savage, the firm which he represents in Eastern Ontario and part of Quebec province.

A. R. Clarke & Co., of Toronto, have orders from the British Government for 1,000 sheep-lined coats, and 18,000 shirts for the troops, which orders are now being filled. They have also received from the French Government, orders for mitts, shirts, blankets and woollen socks for the French troops, and this department of their factory is now very busy.

Among the shoe retailers in Toronto on business last week were J. C. McGill, Oshawa; J. B. Gould, Port Hope; W. J. Thurston, Guelph; R. A. Briscoe, Galt; Norton Fisher, Shelburne; W. Moore, Barrie; J. D. McArthur, Guelph; E. Vinick, Hamilton.

The many friends of A. W. Bradfield, who covers Eastern Ontario for F. J. Weston & Sons, wholesale shoes, Toronto, will sympathize with him in the death of his wife, which occurred on November 8th. Besides her husband, she leaves a family of two boys.

F. A. Guinivan, of Montreal, who is opening a handsome and decidedly attractive Walkover Shoe Store on Yonge street, has taken up his residence in Toronto. The new establishment is nearly completed and will be one of the finest footwear homes in the Dominion.

John J. Mason died recently at his home in Halifax, aged 87 years. He was a shoemaker by trade and for a long time conducted a shoe store at 109½ Gottingen street. He is survived by his wife, two daughters, and one son, Angus J. Mason, who conducts the shoe business.

John Neill, a well-known resident of Whitby, Ont., who died recently in his fifty-eighth year, was one of the founders of the Neill shoe stores, located in several of the largest towns and cities in Ontario. Mr. Neill, who was a native of Barrie, is survived by a widow and five children.

James T. Sutherland, of Kingston, who is a director of the Cook-Fitzgerald Co., of London, and a widely known shoe traveler, has again been elected manager of the Frontenac Hockey Club, of Kingston. Bert Abernethy, shoe retailer of that city, has been appointed treasurer.

J. A. McCreery, has opened a new shoe store in Bedford Park, Yonge street, Toronto. He has erected a new store, which is well lighted and nicely fitted up. Mr. McCreery has had several years' experience in business life and has selected a fine location for his new establishment.

The retail shoe trade is rather quiet in the larger Canadian cities, but in towns and villages it is good and sorting business has been fair. Where snow has fallen there has been a big demand for rubbers and felt goods. With colder weather dealers feel that a fine Christmas trade would be done and they are all ready for it.

Simpson & Co., shoe dealers, Toronto, who did business on Parliament street and Queen street east, recently made

Again Returned as Director



Chas. J. Silver, of the traveling staff of the W. B. Hamilton Shoe Co., Toronto, has again been elected a director of the Toronto Board of the Commercial Travelers' Association of Canada, being returned by acclamation and making his fourth year on the board. Many friends are extending congratulations as such a record shows the general esteem in which

Mr. Silver is held. The Commercial Travelers' Association has 12,000 members and there is contest for only two officers this year. For first vice-president there is a close battle between Mr. Alexander Cook, of Messrs. Greenshields, and Mr. George Moore, of John Macdonald & Co. Two Fieldings—Edward and W. M.—are fighting it out for the treasurership. A report will be submitted at the annual meeting of the mortuary benefit proposed two years ago, but the interest is centred upon the steps that will be taken in giving assistance for patriotic purposes.

an assignment to Osler Wade. The assets are shown to be \$4,975 and the liabilities \$4,539. At a meeting of the creditors held recently it was decided to hold a sale of the stock on Wednesday, December 9th.

The stock of the United Co-operative Stores, Limited, at 485 Notre Dame street west, Montreal, will be sold by the liquidator, C. W. Baker. The stock consisted of boots, shoes and rubbers, to the value of \$16,500, while the store fixtures were valued at \$4,000. The time for receiving tenders expired on December 1st.

The civic finance committee of Quebec came in for some criticism in regard to the purchase of some twenty-one pairs of rubber boots, which were obtained from Jules Giroux, of St. Romuald, at \$4.50 per pair, less five per cent. The chief fault was found with the committee because it had gone outside of the city to make the purchase.

One of the largest orders for shoes ever given an American manufacturer, was one placed by the French Government with Morse & Rogers, shoe manufacturers, New York, a few days ago. The contract was for \$2,000,000 worth of shoes for the allied troops, delivery to be made not later than the middle of January next.

"The Credit Men's Journal" is the name of a bright publication which has just made its appearance. It is published by Henry Detchon, general manager of the Canadian Credit Men's Trust Association, and the head office is in Winnipeg. The association has branches in Vancouver, Calgary, Regina, Toronto, Montreal and St. John.

Returns recently issued by the department of trade and commerce, Ottawa, show that the boots, shoes and slippers, which were imported during 1912-1913, were \$4,068,266. The census of 1910 showed that there were 180 establishments in Canada making shoes, employing 17,277 employes, with an annual wage bill of \$7,698,333, while the total value of footwear products was \$33,987,248.

The Canadian Rubber Company found it necessary to run three of its factories day and night to fill the Government orders for overshoes, ground sheets and blankets, rain-coats for officers and pouches for men. About 1,700 employes were directly affected by the first Canadian order. It is expected that similar business will follow the equipment of the second Canadian contingent.

Some amendments have just been made in the operation of the Workmen's Compensation Act in Ontario which comes into force on January 1st next. It is made clear that operations as boot and shoe making and repairing, harness making and repairing, etc., when carried on as part of and for the purpose of an exclusively retail business are not to be considered as coming under the Act.

Tom Stedman, Limited, Portage avenue, Winnipeg, who has been in the shoe business in that city for several years, recently made an assignment to C. H. Newton, official assignee. The liabilities of the firm to the trade are about \$72,843, while the trade assets (exclusive of equity in property) are \$61,800. A meeting of the creditors will be held at the office of the official assignee on December 3rd.

The sale of 1,000 cases of men's, boys', women's, misses' and children's rubbers, which were purchased by Suckling & Co., the well-known trade auctioneers, of Toronto, from the Independent Rubber Co., of Merriton, attracted a large number of buyers from various parts of Ontario. The bidding was lively and good prices were realized for the many lines sold. The sale was conducted at 76 Wellington street west, Toronto.

There has been an advance of 50% in shoe bristles, which are generally used by the disciples of St. Crispin in wax ends. Advices received from England state that this advance is on top of one which took place just before the war, of 20%. Price of bristles now ranges from \$10 to \$22

a pound. Shoemakers generally buy them by the ounce, and where they formerly had to pay \$1 to \$1.25, they will now have to hand out \$1.75 to \$2.00.

P. Leslie Cox, for twelve years in the employ of Waterbury & Rising, Limited, in their wholesale warehouse, died a few days ago at his home in St. John, N.B., leaving a wife and child surviving, besides his parents, two brothers and one sister. He was a bright, well liked young man of about twenty-six years of age, a member of the Sons of England, of the Sons of England Band, of the Royal Order of Moose, and a former member of the City Cornet Band.

A new type of show case, which was specially designed by Ed. Cook, proprietor of the Owl Shoe Store, Toronto, has been installed at the front of that establishment. It is made of plate glass in the form of a square, the sides being four feet wide and the height over six feet, while there is a canopy top of art glass. The interior of this large show-case is brilliantly lighted, and its facilities for displaying natty lines of shoes, are exceptionally good. The position of the case, at the front of the store, at once arrests attention.

John E. Wright has been elected president of the Dominion Commercial Travelers' Association, at the meeting in Montreal on November 14th, succeeding Geo. A. Mann. Max Murdock was re-elected treasurer, both by acclamation. The following nominations were made, the annual meeting to be held December 12th: first vice-president, J. A. Bernier and W. J. Irving; second vice-president, M. W. Hackett and Captain George Van Felson of Quebec; directors, J. R. Bissailon, L. L. Paul Bernard, W. Drysdale, W. J. Joyce, J. A. Laddy, Arthur A. Markus and G. W. Pucott—five to be elected.

Shoe dealers are inclined to consider men's and women's trade of greater importance than that of the younger folks. When one considers the fact that a child wears out a great many more pairs of shoes in the same length of time, as compared with their parents, it is seen that there is about the same amount of money spent in shoeing children as there is for adults. For this reason the children's shoe department should have as much attention as any other. Arrangements should be made to handle children's trade in such a manner that children and parents will both be pleased to come again. Many progressive stores throughout the country have set

Retiring President of Association



R. M. McGowan, who is the retiring president of the Northwest Travelers' Association and presided at a recent nomination meeting to select officers for the ensuing year, is well known to the footwear trade of the West with which he has been identified many years. He is the Western representative of the Palmer-McLellan Shoepack Co., Limited, of Fredericton, N.B., and has offices in the Ryan Commercial Building, Winnipeg. Mr. McGowan is succeeded as president of the Northwest Travelers' Association this year by Charles Holden of the Canadian Consolidated Rubber Co., Winnipeg, who was elected by acclamation. A resolution was carried unanimously that the Executive of the Association should in the near future interview the Manitoba Government and ask for the appointment of a competent sanitary inspector to look after hotels and boarding houses, this office not to be attached to the license department and that the Travelers' Association should recommend a man to the Government.

aside certain space for a children's department. They have fitted it with special fixtures, such as low seats, small individual chairs, etc. Others have gone even further and have provided a special playground for the children while their parents are selecting shoes. Some stores have lawn swings, "shoot the chutes," small play houses, hobby horses, etc. Some stores have a special lady clerk who does nothing else but wait on the children's trade. They are experienced in handling the small children and know just how to please them and their parents at the same time.

Why Not Look at All Samples?

"I have often wondered," said a traveling shoe salesman the other day, "just what the motives are back of a shoe dealer who refuses to look at a line of samples opened and spread for his inspection; for I know quite well that it is not always the reason that is given to the salesman who is turned down.

"It is a fact that we are often refused an audience by a dealer who, we know, would be interested in at least some of our goods if he would really study the samples.

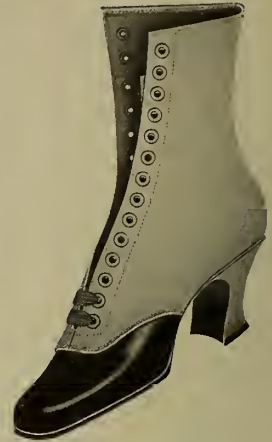
"Sometimes I think it is really a form of cowardice. The shoe dealer feels that he has all of the goods he can carry; and he is afraid that if he sees the line he will find something in it which will cause him to buy. And he does not have the moral courage to view our goods, listen to our argument, and then not do business.

"While this is an attitude not altogether without merit, yet it is not, in my opinion, good policy. There is none of us who can know it all; and the only way to learn all that there is to know about style, is to see styles as they are shown and to listen to the story of a man who is naturally brought into contact with a great many people in the trade. True,

the merchant may be loaded up, and a good salesman will not make an effort to sell a lot of goods to a merchant in such a position; but in such a case the man with the sample trunks is pleased to have his line looked at, for he knows that there is an opportunity to get business from his prospect

□□□□□□

ONE OF THE NEW LACE SHOES FOR WOMEN, WITH PATENT FOREPART, SHORT SQUARE FRENCH TOE, CUBAN-LOUIS CLOTH COVERED HEEL, AND FAWN CLOTH QUARTERS WITH OVERLAY EFFECT. SHOWN BY REGAL SHOE STORE, TORONTO.



□□□□□□

at the some later time, or some other season, if he can interest him in the quality, the artistic merits or the general get up of his goods.

"The man who sticks to one line, simply because he has always bought it, may be a good account for the house with whom he deals; but if he continues this course by refusing to look at other goods, he is not a good merchant, and he is not doing himself justice or helping himself along the road to success, however unquestioned the merit of the line is he has always stocked."

Order This **Raw-Hide Fibre Counter**
For your next run.

Guaranteed to outwear the shoe. None but the very best material is used in its manufacture.

F. BLOUIN
 CORNER OF COLOMB AND NELSON STREETS, QUEBEC

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Shoes for Baby

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A VERY MERRY CHRISTMAS

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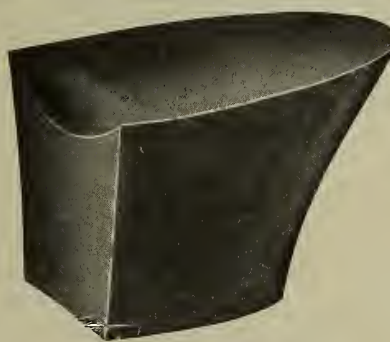
It absolutely takes the place of high-priced cements—on all kinds of linings, cloth or leather, such as vamps, side linings, stays, sock linings, etc.

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.

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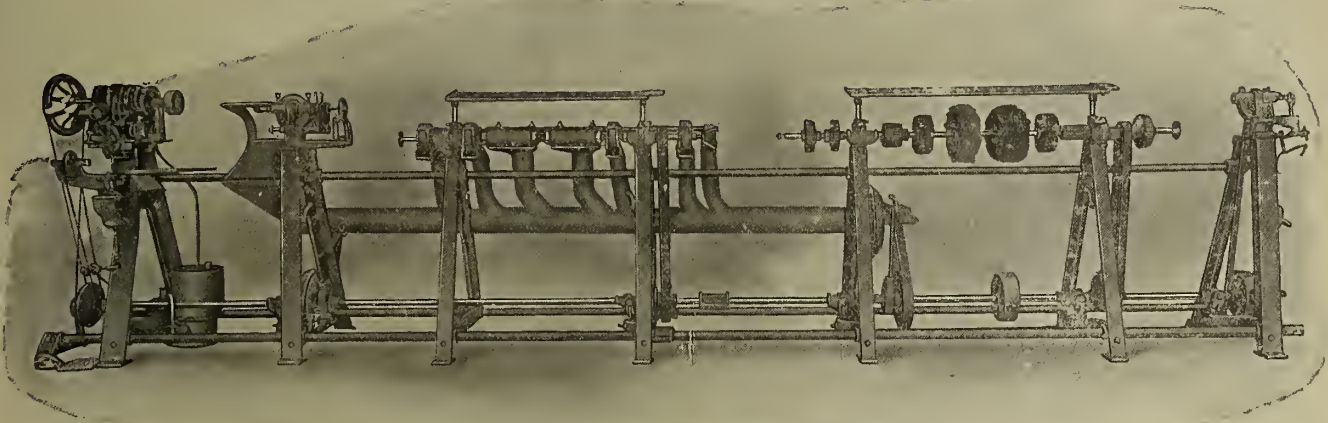
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SEWN
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22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

THIS Outfit represents the highest development in shoe repairing machinery, and meets every demand of modern shoe repairing. It embraces all the essential processes for making new shoes from old ones, giving the maximum of equipment and efficiency in the minimum space. The Outfit has the Goodyear Stitching Machine with all its improvements, including a new style steam generator which uses gas or 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.

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122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC

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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

The R. M. Beal Leather Co.

Limited

Lindsay, Ont.

MAKERS OF THE CELEBRATED

**John Bull
Larrigans
and
Leggings**

Give us a trial
order and be
convinced.




No. 13
14 in. leg.



NO DIAMOND  TRADE MARK
No Fast Color

Get this fact firmly fixed in your mind. It may be the means of saving you considerable annoyance and inconvenience; for, if you will insist that the diamond trade mark shall appear on the surface of the eyelets in the shoes you order, you will be entirely free from any complaints regarding "Brassy" eyelets. Fast Color Eyelets are the only kind that cannot wear "Brassy." They enhance the good appearance of shoes more than any other accessory used in their manufacture; and, made as they are, with celluloid tops of solid color, they do not grow old but retain their bright, new appearance long after the shoes are worn out.

 The diamond trademark is a sure cure for all eyelet troubles. Only the genuine Fast Color Eyelets have it.

United Shoe Machinery Company
of Canada
MONTREAL, QUE.

122 Adelaide St. W., Toronto 492 St. Valier St., Quebec

DO YOUR PART



In this great war of democracy against military oppression and national honor against international faithlessness, success depends as much upon the man behind the factory, shop or plough as the "Man behind the gun."



TRICKETTS

Are doing their part in supplying the world with a product that has now become as staple as flour or sugar. It is only, however, by keeping our immense plant going "full time" that we can hope to maintain our claim to supply the

BEST AND CHEAPEST **SLIPPERS** IN THE WORLD

The advance in the cost of leather, felt and other materials has already made the problem more difficult, and will undoubtedly continue to prove in the near future an even more troublesome factor in the question of prices. Our

Eighteen Years in Canada

are, however, a guarantee to the trade that our goods and prices are the "very last thing" at home or abroad. The name Trickett has always stood for reasonable market prices against inflation. Our policy of

A UNIFORM PRICE

to the wholesale trade has ensured fair treatment to both wholesaler and retailer as well as exceptional value to the consumer.

*Ask Your Jobber to Show You
Trickett's Lines in Canvas Shoes*

Sir H. W. TRICKETT (1914) LIMITED
WATERFOOT (Near MANCHESTER)
ENGLAND

"Business as Usual"

Twenty-Eighth Year

December 15, 1914

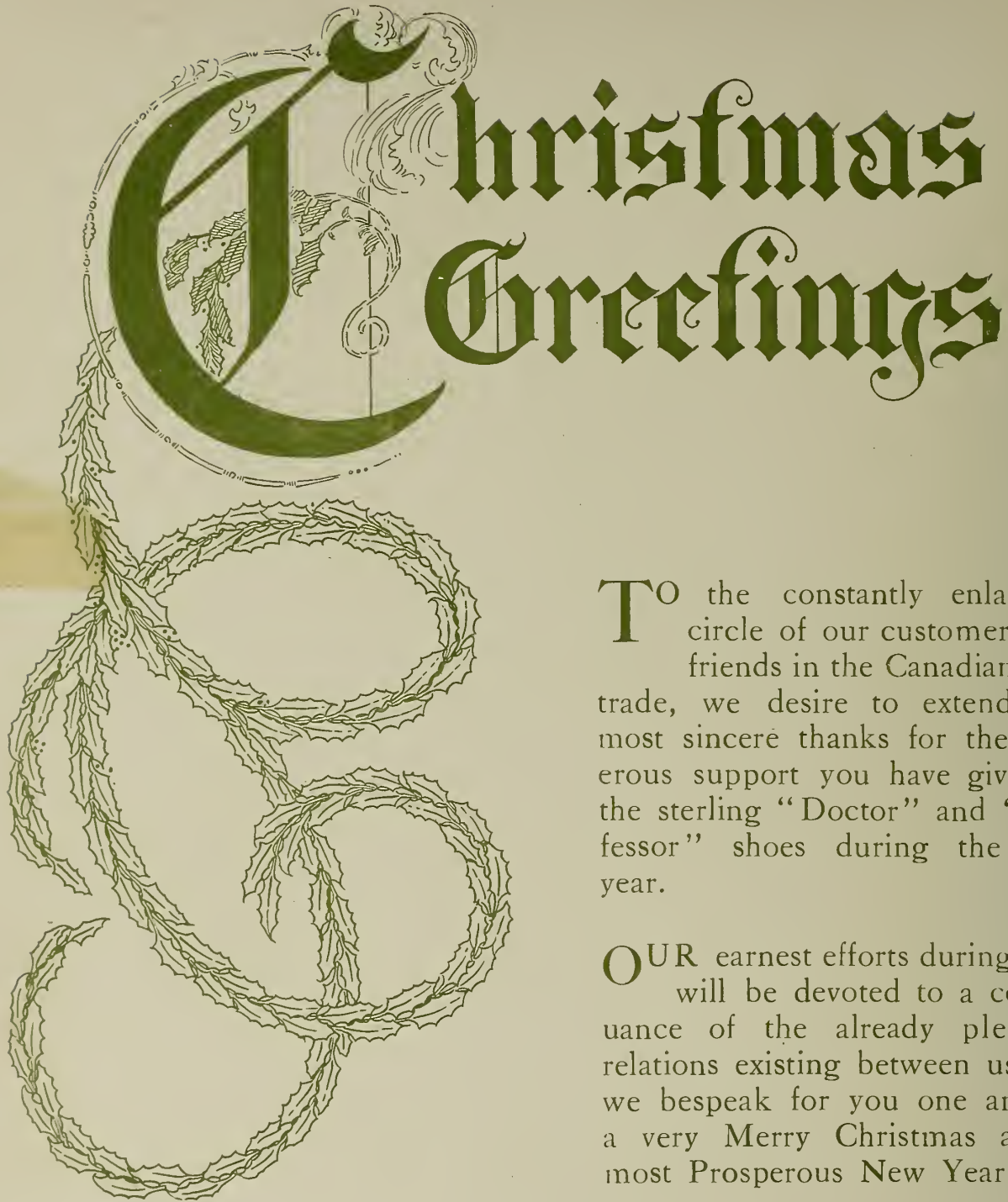


THE SHOE & LEATHER JOURNAL



ACTON PUBLISHING CO. LIMITED
TORONTO MONTREAL

PUBLISHED TWICE A MONTH



Christmas Greetings

TO the constantly enlarging circle of our customers and friends in the Canadian shoe trade, we desire to extend our most sincere thanks for the generous support you have given to the sterling "Doctor" and "Professor" shoes during the past year.

OUR earnest efforts during 1915 will be devoted to a continuance of the already pleasant relations existing between us, and we bespeak for you one and all a very Merry Christmas and a most Prosperous New Year.

The Tebbutt Shoe &
Leather Co., Limited
Three Rivers : : Quebec



GREETINGS!

To the shoe trade of
Canada we extend our
best wishes, and the
hope that next year
will be A Happy and
Prosperous one to all.

THE JOHN RITCHIE CO., Limited
QUEBEC



REGAL SHOES



Made in Canada

DO YOU WANT THE REGAL AGENCY FOR YOUR TOWN?

to you, not only in actual profit on the line, but in the prestige it will give your store to link up with the world-wide reputation of Regal Shoes.

If we are not already represented in your town we are ready, now, to place the agency for Regal Shoes with *You*. It is worth real money

There are thirty-five styles carried in stock. Every pair has the same smart, metropolitan style that you will find in Regal Shoes in New York, Chicago, Philadelphia and other leading cities.

These shoes are made by us in Toronto by Canadian Workmen. They are designed by the same experts, cut on the same patterns, built over the same lasts and under the same supervision as the Regal Shoes produced in our three factories in the States.

They are ready to ship at once—the same day orders are received. You can get every style needed in a modern shoe store.

With Regals on your shelves and displayed in your windows, you can secure the lion's share of the \$5 to \$6 shoe business of your town.

Address:

IN-STOCK DEPARTMENT

REGAL SHOE CO., LIMITED

102 Atlantic Ave.

Toronto, Ont.



People Buy "Elmiras"

when they want
the best Felt shoes
made

That is because the reputation of *Elmira Felt Shoes* is firmly established among habitual felt shoe wearers.

For over fourteen years they have been known as the best looking, the most comfortable and the longest-wearing felt shoes that money can buy.

And the line is absolutely complete—there's an *Elmira Felt Shoe* for every purpose and occasion, from an infant's bootée up to the heaviest styles for men's outdoor wear.

M a d e i n C a n a d a

in one of the world's largest felt shoe plants, and sold to the retail trade by the leading jobbing houses.

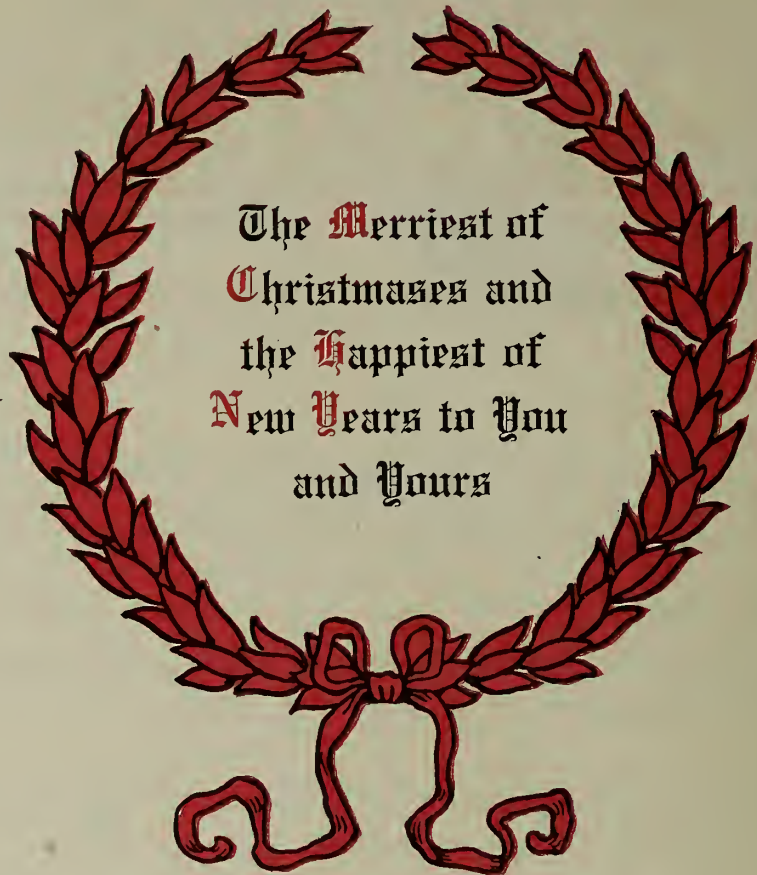
Ask your jobber for Elmira Felts

Made only by

The Elmira Felt Co., Limited

Berlin

Canada



The Merriest of
Christmases and
the Happiest of
New Years to You
and Yours

¶ We send a cheery holiday greeting to the Retail Shoe Merchants of Canada.

¶ Some of you already know the merits of our product--the rest of you will sooner or later.

The Cook-FitzGerald Co.
LIMITED

LONDON, ONTARIO

*Makers of ASTORIA, LIBERTY and
TECUMSEH Shoes for men exclusively*



Christmas Greetings
to the
Shoe Merchants of Canada



**Our London
Fox Model**

J. and T. Bell, Limited

Montreal, Canada

Makers of High Grade Footwear
and
Sole Makers of Dr. A. Reed Cushion Shoe
"The Easiest Shoe on Earth"





Survival Value

What is it? Survival Value is the lasting prestige added to all footwear by the affixing of the **Union Stamp**—it is the surviving standard because:

- 1st It is a guarantee of honest footwear, made under the best conditions.**
- 2nd It is a pledge of expert workmanship.**
- 3rd It is the pass-word which opens the sales doors to Union Men everywhere.**
- 4th After the other inducements have all been recited, the conclusive and finishing argument is the UNION STAMP.**

Every shoe bearing the **Union Stamp** retains a sales value of long duration, for no shoe bears the stamp unless it has been produced under the proper conditions and represents honest value.

For mutual profits, better and bigger business, insist upon the official stamp of the **Boot and Shoe Workers' Union**—the only guarantee of Union Footwear.

Boot and Shoe Workers' Union

Affiliated with the American Federation of Labor

246 Summer Street

BOSTON - - MASSACHUSETTS

JOHN F. TOBIN
General President

CHAS. L. BAINE
Gen. Sec. Treasurer



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
MONTREAL, Que.

122 Adelaide St. West, Toronto

492 St. Valier St., Quebec



MR. ALEXANDER BRANDON

Once again we have reached the season that has been appropriated, by time-honored custom, for the exchange of friendly greetings.

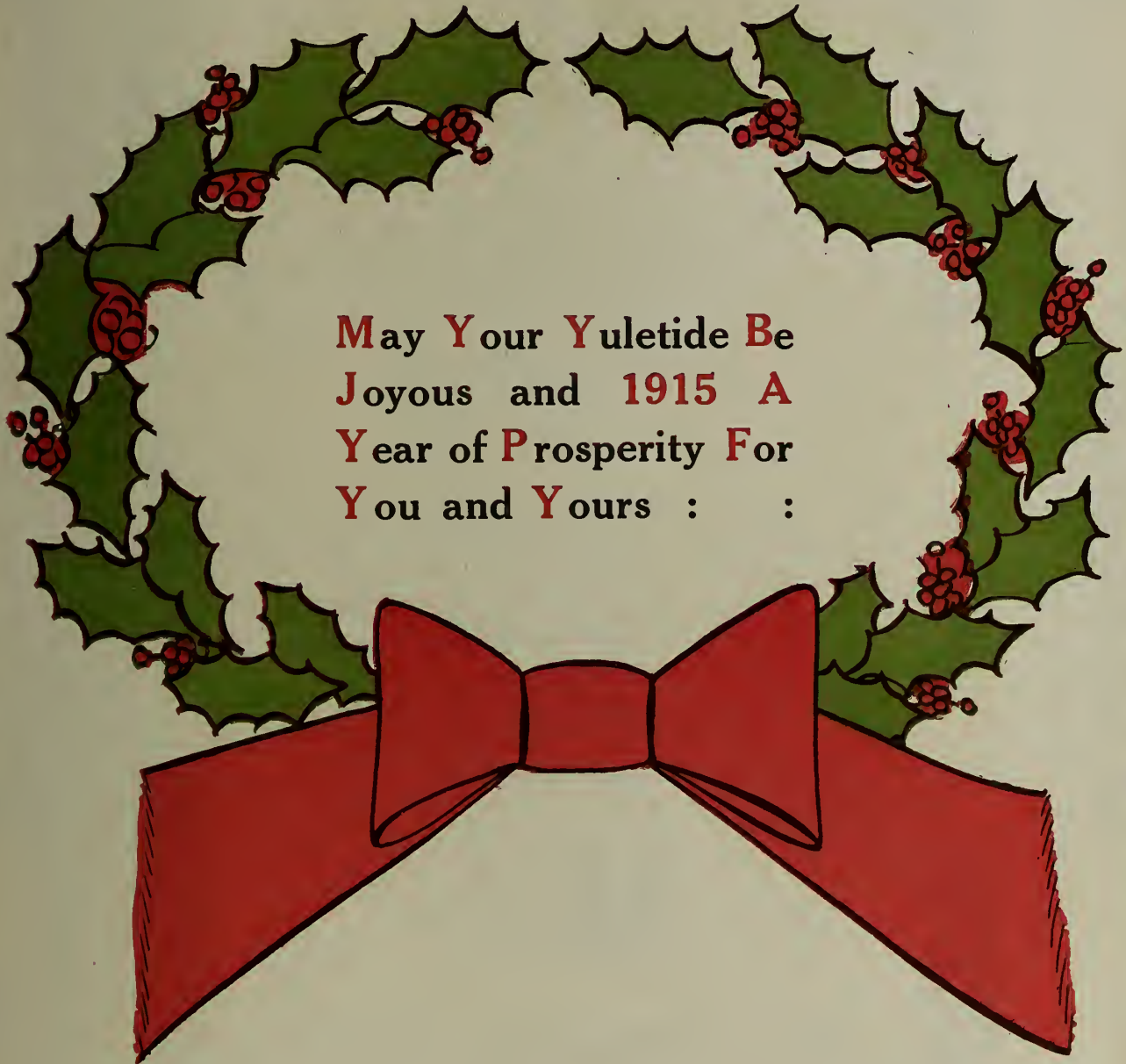
And once again we take the opportunity to wish you a right Merry Christmas and a Happy New Year.

During the year that is now so rapidly fading away, we have had the satisfaction of adding many new names to the list of shoe dealers handling the various BRANDON lines.

In each case, the satisfaction has been mutual, for BRANDON shoes possess the real merit that makes for enduring friendship.



The Brandon Shoe Co., Limited
Brantford **Ontario**



The Hartt Boot & Shoe Company
Limited
Fredericton, N.B.

CHRISTMAS

NINETEEN-FOURTEEN



IN spite of the unprecedented general disturbance in business and financial conditions during the past five months, we can look back upon the present year as the best we have ever experienced. Both our factory and sales staff have been, and are, exceedingly busy—working to the limit.

FOR this condition of affairs we wish most heartily to thank our selling agents and customers generally, while wishing you one and all the very best of good things that the present festive season can offer you. It is our determination to merit your INCREASED patronage for our Miner, Shefford and Greyhound brands during 1915.

MINER
EANS
ERIT

Miner Rubber Co., Limited

Granby Montreal
Toronto Quebec Ottawa

LIST OF SELLING AGENTS

| | |
|--|----------------------------------|
| Blachford, Davies & Co., Limited, 60-62 Front Street West, Toronto, Ont. | |
| Coates, Burns & Wanless - - - - - | London, Ont. |
| Dowling & Creelman - - - - - | Brandon, Man. |
| R. B. Griffith & Co. - - - - - | Hamilton, Ont. |
| J. M. Humphrey & Co. - - - - - | St. John, N.B. |
| J. M. Humphrey & Co. - - - - - | Sydney, C.B. |
| Jackson & Savage, Limited - - - - - | 78 St. Peter St., Montreal, Que. |
| The Wm. A. Marsh Co., Western, Limited, 72 Princess St., Winnipeg, Man. | |
| The Miner Rubber Co., Limited - - - - - | 225 Queen St., Ottawa, Ont. |
| The Miner Rubber Co., Limited - - - - - | 21 Notre Dame St., Quebec, Que. |
| The Miner Rubber Co., Limited 146 Wellington St. West, Toronto, Ont. | |
| The Miner Rubber Co., Limited - - - - - | 72 St. Peter St., Montreal, Que. |

The Just Wright
TRADE MARK SHOES

The Just Wright
TRADE MARK SHOES

WE wish to extend to our
customers and the trade
our heartiest Xmas Greetings
and Best Wishes for a Happy
and Prosperous New Year.

E. T. Wright & Co., Inc.

Makers of *The Just Wright* for Men
TRADE MARK SHOES

St. Thomas, Ont. Rockland, Mass.

The Just Wright
TRADE MARK SHOES

The Just Wright
TRADE MARK SHOES

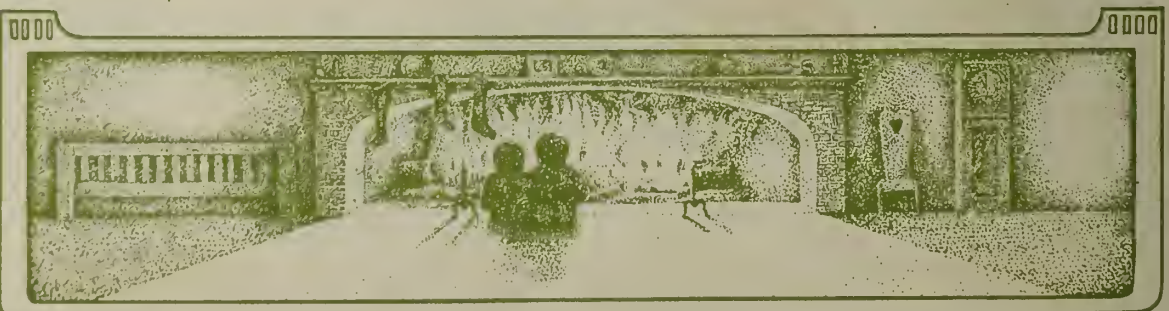


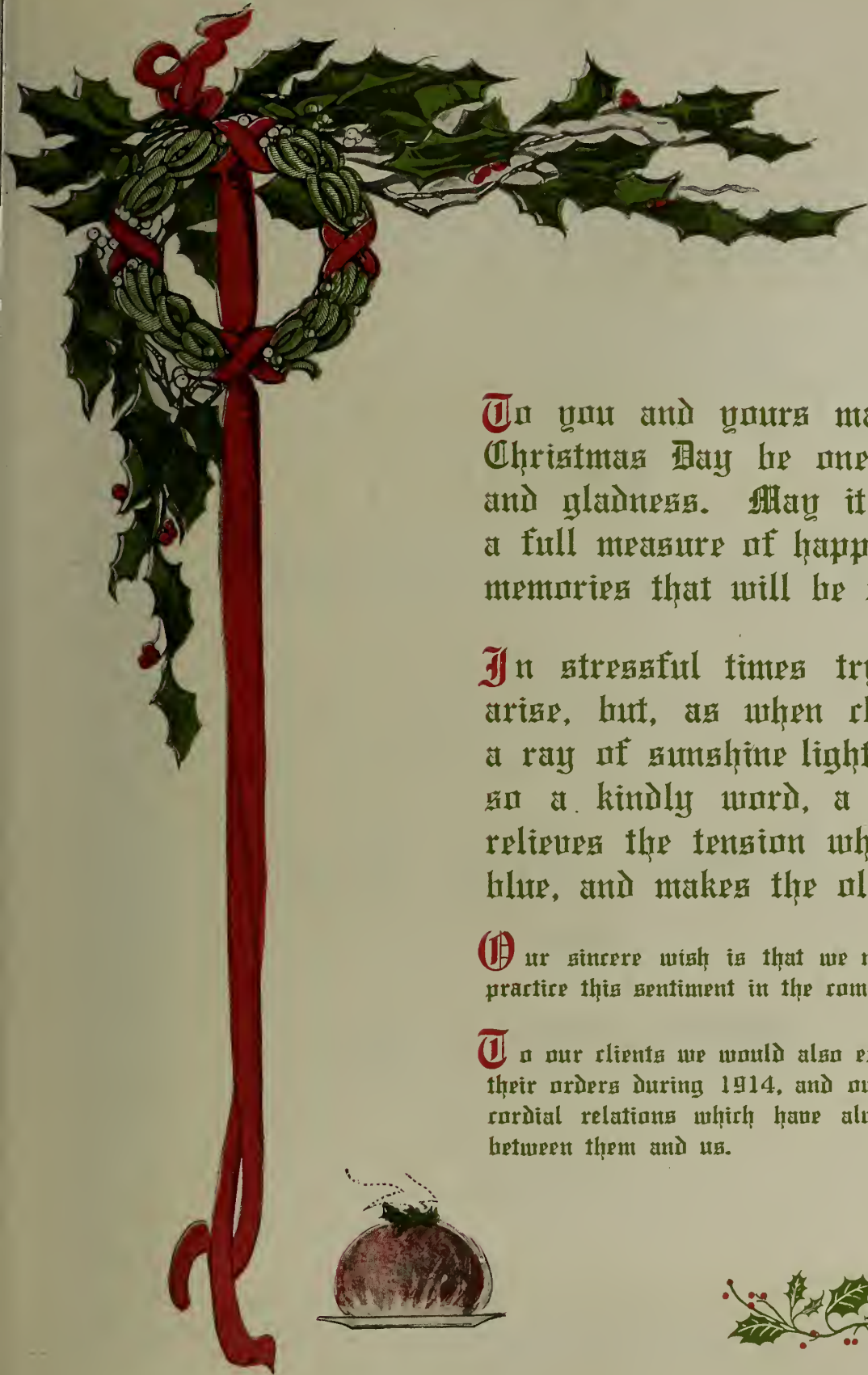
The Wish That Never Grows Old

A Merry Xmas and a Happy and Prosperous New Year to one and all. It is our sincere desire that our present mutually cordial relations may continue, and that we may receive an ever-increasing share of your business during 1915—which we were never so well-equipped to handle expeditiously.

Ames-Holden-McCready
Limited

Montreal St. John Toronto Winnipeg
Calgary Edmonton Vancouver





To you and yours may this coming Christmas Day be one of brightness and gladness. May it bring to you a full measure of happiness and leave memories that will be cherished.

In stressful times trying situations arise, but, as when clouds assemble a ray of sunshine lights the darkness, so a kindly word, a thoughtful act, relieves the tension when things look blue, and makes the old world better.

Our sincere wish is that we may all remember and practice this sentiment in the coming year.

To our clients we would also express our thanks for their orders during 1914, and our appreciation of the cordial relations which have always been maintained between them and us.

Davis Leather Co., Limited

Newmarket : Ontario

We extend
Hearty
Christmas Greetings

*to the trade
throughout Canada
and our best wishes for a*

Happy New Year

White Shoe Co.

*48 York Street
Toronto*

Holiday Greetings

We desire to extend to the CANADIAN SHOE TRADE both Wholesale and Retail our sincerest wishes for a **Most Happy Christmas Season** and a **Bright and Prosperous New Year.**

For almost a score of years we have enjoyed such support and endorsement of our business methods as has been most flattering to us and as profitable to our customers we hope as it has been to us. We would express our warmest appreciation of this confidence that has enabled us to give the Canadian trade the very best that is in us.

We hope to continue to meet in the future a patronage that has grown from a feeble beginning to a connection that extends from the Atlantic to the Pacific, and from the Great Lakes to the Arctic Lands. We are proud that TRICKETT'S has become a Common Bond of Confidence and Union amongst Shoemen, not only in Canada but wherever the British Flag floats.

SIR H. W. TRICKETT (1914) LIMITED

Waterfoot, Near Manchester, England

Canadian Office: 16 Manchester Bldg., Melinda St., Toronto

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.



MAKERS OF

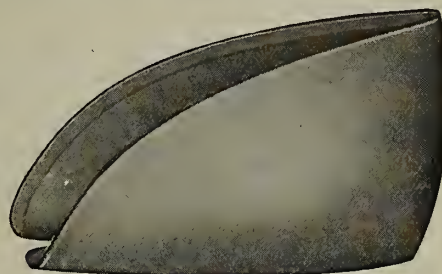
**HIGH-GRADE SHOES FOR
MEN AND WOMEN**

Write us for further particulars

L. GAUTHIER & CO. - Quebec

Order This **Raw-Hide Fibre Counter**
For your next run.

Guaranteed to outwear the shoe. None but the very best material is used in its manufacture.



F. BLOUIN
CORNER OF COLOMB AND NELSON STREETS : QUEBEC

Goes After Business For Quebec



John Perkins, of Duchaine & Perkins, has left for Europe, as a representative of the Shoe Manufacturers' Association of Quebec. He will interview the British and French governments with a view to obtaining orders for shoes for the factories of the Ancient Capital. The large order which was reported some time ago on apparently good authority, has not yet materialized. During the past few days stories have been circulating to the effect that placing of orders in Quebec has been retarded, owing to financial matters, and that the banks and federal government had refused to assist Quebec shoemen. This is not correct, as a leading member of the trade stated that there had never been a question of this nature raised.

LUCIEN BORNE MANUFACTURER OF GLAZED KID,
CHROME VEALS AND SIDE LEATHERS
VELOURS, GUNMETAL, DULL AND BOX FINISH

Sales Room:
149 St. Valier Street

QUEBEC

Works:
Limoilou, Que.



28 "Service" Branches Throughout Canada

**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.



It may be a
long
long
way
to Tipperary
But it is only a
short
short
way
from your store
to the nearest of our 28 "SERVICE"
Branches throughout Canada

Hundreds of retailers so far this season have benefited by our unequalled facilities for the *prompt* shipment of *sorting* orders.

An early and severe winter is predicted

DON'T BE CAUGHT NAPPING



**Canadian Consolidated
Rubber Co. Limited**
MONTREAL P.Q.

28 "Service" Branches Throughout Canada



SHOE & LEATHER JOURNAL

Published Twice a Month

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Vol. XXVII. No. 24

TORONTO, DECEMBER 15, 1914

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Foreign Subscription, \$2.00

Another Mile on the Journey of Progress



AS 1914 closes, and the ushering in of another year approaches, there naturally comes to every one an impulse to reflect upon the past, to look over what has been accomplished, to gather lessons from the school of experience, to be grateful for the joys that have encouraged us, and the sorrows which have left invaluable impressions upon our memories.

This edition of the Shoe and Leather Journal completes another year in its long and successful history, and also marks its fourth anniversary as a semi-monthly publication. For the generous patronage which has been extended, for the splendid encouragement received and for the many appreciative words spoken, the publishers are deeply grateful.

During the coming year we trust to merit the continuance of the cordial relations that have existed in the past, and to share with all the dawning prosperity of 1915. The Shoe and Leather Journal hopes that 1915 may contain the fullest measure of happiness and prosperity for every one of its readers, and sincerely thanks them for their loyal co-operation during the past.

As humanity approaches the season of gratitude and merriment, which has stood out prominently for centuries as the one ushering in the true spirit of truth and love, of peace and brotherly kindness, we realize more and more both as a nation and as individuals, how our welfare and prosperity are bound up by mutual considerations and concessions. It has been said that no man liveth to himself, neither can any man be a law unto himself. In this world he receives largely what he gives, and gets out of any effort exactly what he puts into it. In the management and direction of his business if he injects into it the qualities of energy, perseverance, service, integrity and industry, he will, in all human possibility, reap the same reward. Our happiness and genuine prosperity are now, and always will be, in exact proportion to our acquirement of the principle which fashions the Golden Rule.

So, while nations are engaged in conflict, while many large undertakings and well planned schemes have been upset by the clash of arms, still, there is no reason why the future should not be viewed with every sense of confidence and satisfaction. Never was the spirit of Canadians more thoroughly aroused than at the present time, not only in loyalty and devotion to the mother country, but in a determined effort and united endeavor to keep—not only the national flag flying, but to see that the banner of business is unfurled as usual.

Let none lose courage, heart or spirit—let all work hopefully and unitedly, to keep the wheels of industry turning, and to make the coming year more productive of results, both in a moral and material sense than any through which we have passed. Let every member of the shoe and leather trade do his part in the work that lies before him; and that work is, seeing that his country is not only made bigger, better and broader, in every respect, but that he, as an individual, may at the close of 1915, when reviewing his record and recapitulating his blessings, say, that he has contributed his share to the contentment, upbuild and prosperity of the Dominion.

With kindly feeling towards every one and grateful appreciation of many friendships and associations formed in a business and personal way, not only during the past year, but for the last twenty-eight in its progressive history, and believing that its work has always justified its worth, the Shoe and Leather Journal wishes every reader a Merry Christmas and Happy New Year.

What The Traveling Salesman Can Do For You

The Various Forms of Knowledge He Acquires on His Trips and in the Market May Be of Great Value to the Shoe Retailer—Why Not Avail Yourself of Them—He Can Give You Many Constructive Ideas.

What is it the traveling salesman does first when he enters your store bright and smiling? Does he ask you something, or does he tell you something? Or does he first merely look around over the shop and then look you up—you being the man who buys the shoes or who owns the store?

What does the traveling salesman do? It does not matter what he does so much as what you do, or rather, what you think.

In other words, what you get from the traveling salesman's visit depends largely upon your attitude toward him.

What He Stands for

The traveling salesman is many things to your shoe store. He is the expert customer—the customer with the buyer's and the seller's viewpoint, who sees your department with an impersonal, yet interested eye.

He is the experienced shoe man, who knows shoes especially and shoe stocks particularly.

He is the man with special interests of his own, which are the more valuable to you because they would not be interests were it not for your shoe store.

He is a man full of style and trade news, right from the sources of both, and he is full of enthusiasm regarding their significance to you and your customers.

He is a man full of shoe knowledge—technical, special, general.

He is a man deeply interested in the best way to sell shoes at retail, to advertise and display shoes.

He is a man of ideas—shoe and shoe store keeping ideas. And his judgment is good about business and business conditions.

He knows the shoe market—the part of it he represents personally, and all of it generally—so far as its significance to the merchant goes.

Roadman Has Broad Experience

He is a man of ideas. He gets ideas from the scores of other shoe shops he must visit besides yours; ideas on arrangement, systematization, accounting, organization, merchandising, selling, discipline—everything pertaining to the profitable selling of shoes.

He garners ideas, first, because he is intelligent and observant; second, because he is vitally interested in everything appertaining to the shoe business! Third, because he wants to help you!

Will you permit him to be of service? If you are willing, do you let him know it? Do you, as an owner and proprietor, maintain the proper attitude toward the traveling shoe salesman? Do you sustain the proper attitude toward the "man from the centre of shoe activities," wherever that centre may be? Do you, as a buyer, encourage your clerks to listen to the traveling salesman, especially when he dwells on the merchandise—the wearing, style and value merits of his goods?

If you can answer all these questions in the affirmative, the traveling shoe salesman for any reputable shoe manufacturer or wholesaling house can help you build up your business.

There are many ways. Three of them are worth considering here.

The shoe salesman deserving of the title usually has an extensive and accurate technical knowledge regarding the making of a pair of shoes and the proper fitting of a pair to the feet. He has such command of this knowledge that he likes to dispense it; and he can do it well.

If you have clerks who will have to sell the shoes you are buying of the traveling salesman, let him talk to them

a few minutes. Let him point out the special selling features of his merchandise; let him at the same time dwell upon certain problems in handling customers who are likely to buy his particular shoes once they are stocked in your department.

Head Can't Do It

You may think it is not necessary for the clerks to get this information first hand, that you can tell them just as well later. You cannot, and for two reasons:

First, he will not take the time. Second, you will not know the points as well, and you will not have the enthusiastic viewpoint of the traveling salesman; nor do you possess the aggregate experience of perhaps a hundred stores on the traveling salesman's route that are already selling the shoes.

Let the traveling salesman do it!

The second way the roadman can help is still more important than the first—because the point itself is more important. The shoe salesman knows the significance of season style trend in shoes. He can study your present stocks in such a way that he can help you to get styles you can sell, styles that will attract your clientele and will suit them. True, he must use some of this knowledge in merely getting an order from you; but encourage him, let him know you value his ideas, and he will take special interest in helping you.

Everything that helps you helps him and his house. He knows that; he knows that you know it. So lay aside prejudices and personal feelings and get all out of the traveling shoe salesman that is due you.

Too many retailers strive to make the traveling salesman think he is a periodical evil. No live retailer thinks that really, but they affect it in order to keep the salesman from thinking he is welcome or that his goods are creditable. He knows he is not an evil. He knows you know it. Cut out false and artificial attitudes and get down to brass tacks when the roadman spreads out his samples.

A Real Business Man

Now the third point! The traveling salesman knows quantities and qualities. He garners invaluable experience as to how much stock in a town of your size you ought to carry, something of the qualities and the matter of value. Do not be afraid to deal with him as a co-operative business man. Tell him something of your outlet for special kinds and grades of shoes.

Get his ideas regarding what increase and turnover you ought to make on certain lines—his and others. He will gladly give them, if he knows you want them.

Consider well the traveling shoe salesman. Do it, whether or not you are buying just now. He comes from the centre of things. He comes at a time when you most need constructive ideas. He sees other good stores that are making a success with the same facilities and capital you have and facing the same problems and difficulties you have. He can gauge your growth better than you can, year by year, because he comes and goes. He sees you now. Three or four months later he will come back. He has a good eye for contrast. Let him use his eyes for your special benefit.

Consider well the traveling salesman! He is your mentor, advisor, friend and willing servant!—Economist Shoe Section.

Octave Feuilteault, sole owner of J. H. Begin Reg., wholesale shoes, Quebec, passed away recently in that city.

Building Up Shoe Repair Business on Right Lines

How Toronto Firm is Widening Its Trade and Making Patrons of the "Come-back" Class—Believe in Effective Publicity—Care Taken to Procure the Right Name and Address of Every Caller.

Possibly one of the busiest shoe repairing plants in the city, is to be found at the Goodyear Shoe Repair Co., 853 College St., Toronto, operated by D. Pretty & Son. This firm has been making rapid progress since entering the repair business some three years ago.

"Dan" Pretty, as he is known to the trade, first entered the shoe business thirty-three years ago, making boots by hand, in a small shop in Shelburne, Ont. Many of his old friends, the hand shoe makers, will remember him working on the bench in Toronto. During the big strike some twenty-three years ago, Mr. Pretty went to Chicago, where he remained for some time. Returning to Toronto, he entered the employ of R. Dack & Son, making men's custom work by hand. He remained with this concern for 20 years. During that time there was great progress made in



THE SHOE REPAIR WORKS OF D. PRETTY, TORONTO

shoe manufacturing—from hand method to machinery. Mr. Pretty was operating the Goodyear machines when he decided to start in the repair business. Like many other successful business men, he began on a small scale, believing that those who start small have little to lose. He now has one of the busiest repair plants in Toronto.

Instead of installing the regular repair outfit or machinery on the frame, Mr. Pretty has the individual machines consisting of:—Goodyear rapid stitcher, McKay sewing machine, edge trimmer, edge setter, heel scourer, bottom buffer, finishing shaft, outsole channeler (for McKay work), insole channeling machine, hand power concave roller and foot power button machine. These machines have been added from time to time, and the equipment is now almost complete.

The site of the store is in a small business section by itself, at the corner of College and Ossington Ave., Toronto. It was thought that the machinery, if seen through the window, would attract attention, and in this way the trade

was secured. The power is procured from a motor in the basement where a line shaft is strung the length of the shop. Belt openings are cut through the floor, and all machines are driven from the main shaft. The power can be turned off or on from upstairs.

This concern secures mostly all of its work over the counter, doing very little for the retail stores and the accompanying illustration shows Mr. Pretty in a very natural pose.

The Duplicate Tag System

A duplicate number tag system is used for taking care of the work, and is found to be very satisfactory.

Great care is taken to procure the name and address of the customer so that if the goods are not called for within a reasonable length of time, the customer is notified by means of a postcard, and in most cases the shoes are then called for.

Mr. Pretty is a firm believer in advertising. A number of booklets entitled, "New Shoes From Old Ones," which describe the advantages of having shoes repaired on the Goodyear machine, are used, being enclosed with a brief circular letter and a small blotter. These are mailed to persons in the immediate neighborhood, whose names have been procured.

Another medium of advertising, is through the picture theatre in the neighborhood, where a small ad is thrown on the screen nightly, for a certain length of time. An advertisement is also placed in the dormitories of the Y.M.C.A. a few blocks away. This ad states effectively that shoes left before noon can be had, or delivered, the same evening. This one feature of having shoes repaired in a day, Mr. Pretty believes, has secured considerable business, as many people have only one pair of comfortable shoes, with which they are loath to part for more than a few hours.

Getting in the Business

Although it is made a point not to advertise it, a great deal of repairing is done while the customers wait—rubber heels chiefly. While there is only a man and a boy to assist, there is a great amount of work handled, the machinery being a labor saving device, and consequently the pay roll is kept at a minimum. The delivery system consists of a boy with a bicycle, and a telephone call will have the lad bring the parcel, and if at all possible the shoes are returned the same evening.

The present war crisis and financial depression has had little or no effect on business. In fact, the receipts for the month of October were slightly in advance of those for the same month last year. Of course, Mr. Pretty is not satisfied with the repair business alone, but is desirous of starting in the retail shoe trade, and steps have been taken to secure the store next door. He believes a certain amount of repair trade would be lost if he were to set the machinery at the back and put the shoes in the store. Many people, who buy their shoes elsewhere, do not feel readily inclined to bring them into another store to have them repaired.

Very Busy on Army Shoes

The Just Wright Shoe Factory, of St. Thomas, Ont., is being operated night and day in order to get out the present order of soldiers' shoes for the Government. As a result of these orders the company now has a pay roll \$460 a week in advance of its former pay roll. The company is expecting another order from the Government as soon as the present one is filled.

How to Deal With Complaints of Dissatisfied Customers

The "Trouble Doctor" Who Can Keep His Temper and Go Right on Smiling Has a Much Better Chance of Convincing a Customer That He or She Has Not Been Badly Treated After All—Stand by the "Square-Deal" Every Time

It matters little what line of business one enters, or to what class of custom he may especially cater; he will have his troubles—his complaints from dissatisfied customers. And most shoe men have the impression that the average person will find fault with the wear of shoes if he has half a chance. Yet you will find that your neighbors, handling other lines, have troubles of their own. The grocer gets back the butter he sends to Mrs. Black, who declares it unfit even for baking, though Mrs. Brown has expressed her approval of some from the same roll. The dry goods man hears tales of woe from the dress goods, from the hosiery, the gloves, in fact from every department, and so on down the street, says Hal Stewart, in a paper read before the Iowa Retailers' Convention.

Much Demanded of Shoes

But the shoes actually do get somewhat the worst of it. The coat may be laid off; the shoes are on the job all day long, often with pretty rough going beneath them, and pretty strong pressure upon them. If the coat rips, the lady of the house has a needle threaded for the emergency, while the shoe goes back to the dealer, and it greatly annoys the busy man to have to bother with it, as a shoe should never rip. Then often the shoe is burned, or cut, or torn, perhaps not violently enough to attract the wearer's attention; but he would have felt the sensation if the accident had happened to any other article of his apparel. So—just among ourselves at least—we will agree that the shoe man is much abused.

Perhaps 40 per cent. of the complaints we get are justifiable. We must eliminate several classes of claimants; there's the "chronic kicker" who goes the rounds and never gets his money's worth; the fellow who burns his shoes and has never been near a fire, a stove, a register or a radiator; and the insistent lady who bought her pair six months ago, but has only used them an occasional Sunday, though the heels are worn down nearly to the rand.

In treating complaints of this nature we must not allow ourselves to be imposed upon. The customer who blusters and bluffs with threats of taking away his patronage and that of his friends and neighbors, will, in seventy-five cases in a hundred come back and buy more; and if he does not, it is fair to presume that his patronage is worth but little, and his influence still less.

Keep Right on Smiling

We must beware of handicapping ourselves at the start by losing our temper. If your clerk comes to you and tells you there is trouble waiting for you, and you go forward filled with "righteous indignation," ready for a fight, you are starting out with a big handicap. For the trouble doctor who can hold his temper and keep right on smiling has a much better chance of convincing his customer that he has not been very badly treated.

Where Complaints Are Justified

But what are we going to do for the customer who actually has not received full value for his money? If we are to be successful merchants we must stand for the SQUARE DEAL—make and retain a reputation for fair dealing. And if your customer really has something coming to him, it must be adjusted unhesitatingly and cheerfully. If he is wearing the shoe that has gone wrong, lose no time in getting him seated and the shoe off of his foot.

This enables you to judge the wear it has received, gives you a look at the inside, and anchors your customer so he will not get away before you have a chance to make the proper adjustment. If the shoe has not been abused and it has failed to give reasonable service, it is good policy to satisfy the customer, even if the allowance made seems too liberal. Any reasonable man is willing to pay for the wear he has had from the shoe (and the first month's wear should count for all it is worth), and it is wiser to allow him a two dollar rebate on a \$3.50 shoe and have him leave your store fully satisfied than to make the adjustment with merely the sacrifice of your profit and lose your customer.

How to Treat the Manufacturer

If the fault is clearly the manufacturer's—if it is a clear case of too light counters, too flanky stock, too close lasting or too close stitching—nearly every manufacturer will make the proper allowance to you. But if we are to adopt the standard of the SQUARE DEAL, we must be consistent and treat the manufacturer with the same fairness we expect from our trade. In a hundred men engaged in the making of shoes you are apt to find as many fair-minded men, and as much wisdom as in a hundred retailers, "outside of this gathering, to be sure." And the manufacturer who feels that he is expected to stand for claims that have any taint of imposition will have no respect for the retailer or for his business.

There is one important sub-title which was omitted from this subject: besides "How to treat the customer" and also "the manufacturer," should have been added, "How to avoid trouble."

How Do Your Clerks Talk?

How do your clerks talk to your customers when they sell "shiny" shoes, satins and like delicacies? If a woman calls for a gun metal pump, and your best salesman finds that you haven't the size but are long on patents, is he not likely to say: "Here's a coltskin pump that I am sure will please you. Of course we cannot warrant patent leather, but I can assure you that you will get good service from these; we have not had a single complaint on this one." Perhaps not so strongly as this, but probably still stronger. And if that pair as much as surface checks, there is trouble ahead for you.

For many of us, retailing shoes is our life's work. We would not be happy in any other line. And we are all striving to "Sell more shoes and sell them right." And if we would minimize our troubles, let us keep away as far as possible from that word "WARRANT" and instead talk of Fair Treatment and the SQUARE DEAL, and forget the little annoyances which, after all, are far overshadowed by the pleasure in serving the host of SATISFIED CUSTOMERS.

LIKES THE SELLING TALKS

You certainly get out a good paper. "The Shoe and Leather Journal" has several splendid selling talks as well as many practical pointers. I have placed several orders through ads in your paper.

Yours, etc.,

Sackville, N.B.

H. MILLER.

Who is to Blame for Granting Too Generous Credit

A Question of Interest to Both Manufacturer and Retailer—Is the Credit Man, Salesman, Manager or Retailer Responsible for Present Conditions—Proper Solution of the Problem Presented.

Who is to blame for the too generous credits given certain retailer?

A Montreal shoe manufacturer caused the writer to ask this question of himself the other day. This manufacturer has just lost a comfortable little sum of money through the failure of a prominent central Ontario retailer, and was lamenting the fact.

"This is not the only instance of its kind," said he, "and I am not grieving over the fact of my having lost the money so much as I am complaining over the increasing number of failures caused by certain retailers going away beyond their limit in the amount of credit they get.

"Who is to blame? Well, I suppose when it comes right down to 'brass tacks,' I may be deserving of a certain amount of blame in allowing this particular dealer any more credit, but how am I to know just whom I should trust and whom I should not? If I expect to do business, I have to be prepared to take a chance, and before selling to this man I made as thorough enquiries as possible, and to all intents and purposes his credit was fairly good, yet here he has assigned, and his liabilities are about four times what they should be.

"I believe it would be to the benefit of both retailer and manufacturer to co-operate to a greater extent. This, as far as I can see, is the only solution to the problem, as then, there could be no room in the ranks of shoe retailers for certain dealers who, by their dishonest methods cause the retail trade in general to suffer, and I certainly do call it dishonest for a dealer to load himself up with a stock three or four times larger than he can handle.

"Moreover," continued the manufacturer, "there are some men who will open a shoe store, order as much stock as they think can be secured from the manufacturer or jobber, and 'skip out' after having partially disposed of the stock. These are the men who injure the credit of the retailer with the wholesaler and necessitate the very strict methods which manufacturers are often forced to adopt. Here is seen the cause of the wholesaler and jobbers inquiries regarding the credit and good standing of retailers throughout the country. Very often these dealers regard the quest for information as an insult to their good reputation. The man from the credit agency receives scant courtesy from the average retailer, who feels he is prying into business that in no way concerns him."

Who Is to Blame

Naturally, in the case of a failure such as the one referred to by the above manufacturer, one would be inclined to blame the credit man. Is it not he who looks after the credit of the customers? Is it not his place to judge as to whether the customers' financial standing warrants the shipping of further orders? That is what he is there for—not for ornament. But then, it is well not to be too hard on the credit man, for his is a position no one should envy. He is often between the devil and the deep sea. If he rejects an order for credit reasons, then there is a howl and wail from the traveling representative of the house, which the credit man can hear ringing in his ears for a month after? To avoid such trouble with the traveling salesman, if he passes the order in spite of his better judgment, and the house loses, then he gets it from the other side.

There appears to be something seriously wrong somewhere. Who is going to shoulder the blame? Shall it be the traveling man? It seems hard to blame him. We all know it is hard enough to get orders at all. But is he excusable if he makes such a mistake? It may be the traveler

is too anxious to make a record and only considers it his business to see that the goods are ordered, leaving it to the house to see that they get the cash. If this is so, it is a mistake for him to take this view, for it will reflect on him sooner or later. There is no one connected with a firm who is more capable of looking after credits than the traveling salesman, for it is he who gains the confidence of the retailer, and he can get a better insight into the man's true financial standing than any agency in business, or any credit man that ever lived.

How One Case Was Settled

The manager of a large Canadian factory told the writer he had many clashes with his travelers on the credit ques-

He Can Do Some Bowling

In addition to selling shoes—and a large number of them too—for J. & T. Bell, Limited, of Montreal, Charles E. Fice, of Toronto, finds time during the weeks that he is off the road to indulge in a number of recreations. He can raise roses, garden, lay hardwood floors, curl and bowl. On the green he is an expert and has won so many prizes during the past season that if another one equally as successful comes his way, he will have to erect an addition to his home



on Euclid avenue to house the trophies. As a member of the Granite Club he has taken part in a number of tournaments during the past few months. The rink in which he acted as vice-skip in the International Bowling Association at Buffalo, carried off cut glass comports in the finals in the consolation competition. In the Dominion Bowling Tournament at Toronto, Mr. Fice's rink won the finals in the primaries and each member was presented with a cut glass flower stand. In the Granite Club competitions the rink winning the lead was the one in which Mr. Fice played and each of the quartette was given a silver plate. The members also came in for the Noel Marshall prize of a medal for being the best all round rink. The capture of four trophies by Mr. Fice in one season is a remarkable record and the accompanying illustration shows him in bowling attire, holding a couple of the premiums.

tion. One of them some time ago after vainly attempting to secure credit for a certain prospective customer, retorted, "There are some fellows who sit around in an office all the time and think they are in a position to know what accounts are good and what ones are bad. I tell you this man of mine is all right and you are perfectly safe in letting him have three or four thousand dollars' worth."

"Very well," said the manager, if this chap is as good as you say he is and you seem to have perfect faith in him, I suppose you will personally be willing to guarantee the account?"

"Why should I," said the traveler, "it is you who are making the profit, do you think I am an easy mark?"

"All right then," declared the manager, "I do not think we will sell your friend any goods." There the matter ended, but a few months later when reverses overtook the retailer in question, the manager took occasion to remind the traveler that sometimes "the fellow who sits around the office" knows a thing or two.

Is the Head of Concern Responsible?

What about the heads of the different manufacturing concerns? Are they not sometimes at fault in the matter? They should keep in closer touch with the man outside. They should see that the credit man does his duty properly. It is up to the head of the concern to get all the different departments working more in unison with one other. Perhaps the fault of the house is even greater than that of not keeping in closer touch with customers and travelers. It may be the "grab all" methods which are not as rare as they might be in the manufacturing business. If that is the reason, then the sooner such methods are done away with, the better for all concerned.

One Means of Solving Question

Is the retailer at fault? Can you really hold him responsible for accepting all the credit he can? It depends entirely on circumstances. Here is where the honest, reputable dealer who is slowly forging ahead is handicapped. Manufacturers will never hesitate to aid a dealer who is sincere, and one who under proper conditions is bound to expand, but the trouble lies in "separating the wheat from the chaff," so to speak. How is the wholesaler when sufficient information is lacking, to decide whether an applicant for credit is deserving of it or not? Therefore, the credit evil is one of acute importance to the retailer just as much as it is to the manufacturer or jobber, and affects him, although indirectly, to just as great extent. The time comes in the history of every retailer when he desires his principals to strain a point and act generously in the matter of credit. Supposing that condition prevails in your own business to-day, and you make application to the manufacturer for more credit, or perhaps an extension of same. Perhaps he has just heard in the same mail of the failure of one of his customers. This man, say, has "worked" the manufacturer, a thing which is being done daily. Do you think the wholesaler will show any generosity towards you? No, unless you have been buying goods from him for years.

What is the solution of the problem from a retail standpoint?

It is for the retailer to assist the manufacturer directly in eradicating the evil, as much as possible, and indirectly by supplying any information required to the credit agency. By doing so you are joining the ranks of the retailers who have a standing, and withdrawing from the set who have not.

A Question of Honor

Moreover, it is not only a case of money saving, but is also one affecting the honor of the retail shoe trade in general. Every time a dealer "works" the wholesaler, an aspersion is cast on the high-standing or the honor of the whole trade.

For this reason alone, dealers should assist the wholesaler in every way possible.

Better co-operation, if secured, will, in time, deal effectually with the credit question. The only way to secure this co-operation is for every honest member of the trade to do his share towards bettering conditions. Thus, a better understanding will be reached between wholesaler and retailer, and more harmony result, which means ultimately—more profits.

Good News For Old Friends



"'Nother nickel, boss—shine's ten cents."

"Whatchye mean? I never paid more'n five cents."

"'s on account o' de war, boss."

"What's the war got to do with it."

"Why, all dis here, now, blackin' we use comes from Africa."

Keep Your Mind Ever Alert

The world of business moves, and is always and eternally moving forward, and movement makes changes. The man who keeps up with changed conditions, and evolves profit in spite of them must have a mind like a grappling hook. One never knows who has a good idea, and the man who selects only his chosen few, from which to get his inspiration, is going to miss out a lot of good things. Avoid self-sufficiency and the ingrowing mind. No man can go far on his own thoughts, nor can a man amount to much who tries to push his way through the world on stolen wisdom. Man must think for himself, but his thoughts, to be productive of good results, must be in harmony with the thoughts of others who are associated with him in the work he is doing. One of the most common things in business is to see the head of the business and the salesman of the business thinking thoughts entirely contrary to each other. We have heard of salesmen who knew more about running the business than the men who made the business possible. Our thoughts without any doubt influence our actions, and to have the thought of any business spread out in pursuit of different objects will necessarily retard the progress of that business. One of the most important duties of the head of a business is to harmonize the viewpoint of all in the business by process of education. When just and capable means in this direction leave a discordant element, that element must be eliminated to prevent destructive friction.

The Christmas Enterprise of Mrs. William Lester

By GEORGE BIRCH

The quiet, unimposing little shoe store of William Lester was one of those old-fashioned concerns that one sees in many small towns in Canada.

Its establishment dated back to the birth of Maplegot nearly twenty-five years ago with its present owner. William Lester was a man well known for his steady habits and rock-bottom honesty in business. He always looked upon "these new fangled ideas," as he would term it, with a certain amount of suspicion and contempt.

His trade was drawn chiefly from the farming classes, but the rapid growth of the town had introduced several factories. This necessitated the addition of more stock and the catering for a more particular class of buyers. He noticed that competition was getting keener with the advent of other stores and, at last, had to admit to his wife that his annual turnover did not correspond with the growth of population. As a matter of fact his trade up to December showed an alarming decrease on the previous year. It wanted but a few weeks until Christmas, and William Lester was discussing the coming festive season with his wife.

"Carrie," said he rather tamely, "We must try and pull a little extra this holiday, but for the life of me, I can't figure out anything to accomplish this."

Now Mrs. Lester was not so conservative in her ideas as her husband. She read the SHOE AND LEATHER JOURNAL regularly, and had taken mental notes of the large city store windows. Several times she had taken William to task for his "Rip Van Winkle" methods.

"Look here daddy," she said, "I can't give you an idea off-hand, but if you will leave it over till to-morrow, I may be able to suggest something to stir trade up a little."

"All right, dear," said her husband, "Go right ahead." "But," said Mrs. Lester rather pointedly, "I must ask you to give me a free hand in the matter or it's no deal."

"I promise you that everything shall be as you wish, therefore, consider yourself commander-in-chief of the forces that go to capture Christmas business," he jocularly replied.

Mrs. Lester had expected that eventually her husband would capitulate to more up-to-date methods, so here was her chance. Her brain was working overtime that night

but she planned her Christmas campaign. She figured out a complete change of window display, the principal window to be specially trimmed with the wax figure of a lady reclining in a wicker chair before an open fireplace. In fact it was a sitting room scene with appropriate surroundings. The lady held a photograph of a soldier in her right hand and the copy of a newspaper in the left, supposed to contain the latest casualty list. Extension electric lamps were attached to the fireplace which gave the scene a realistic appearance. This was accomplished with the aid of the clerk (she had borrowed the fireplace and wax figure from neighboring shopkeepers).

The card bearing the words, "Remember the absent ones" struck home, and the sale of Christmas footwear, principally slippers, for gifts began to soar above even Mrs. Lester's expectations. She was aware that Christmas is worthy of some special effort. No strikingly original display had ever been attempted in Maplegot before, although it is generally conceded that it takes well dressed windows to attract buyers to any shop. The storekeeper who organizes a Christmas attraction, has the pleasure of knowing that the merely curious will have to stop and look

and that, therefore, he has taken the first step in obtaining a customer. The remaining steps depend on the goods and the sales staff.

In addition to the improved display policy, Mrs. Lester gave the store a Christmas appearance by tasteful decorations. She also acquainted the people of Maplegot with the fact all they had to do was to leave the address of the intended recipient of gift footwear, with the cost of postage or express, and the parcel would be despatched accordingly. The result of Mrs. Lester's efforts was gratifying in the extreme, for not only was the sale of slippers nearly doubled but the turnover in other goods increased fifty per cent.

Mr. Lester's face bore the smile that won't come off that Christmas. "I have to hand it to you, Carrie," he said,



kissing his wife. "You'd better take the reins in future. It seems to me we fellows don't know it all."

"Nobody has a monopoly on the thinking stuff," she laughingly answered. "Have you remitted your dollar yet for your 1915 subscription to the SHOE AND LEATHER JOURNAL?"

Will Resume on Larger Scale

The Milton Shoe Co., Limited, of Milton, Ont., has had its factory shut down since the beginning of the war, but it is hoped that it will soon resume operations on a larger scale than ever. The company has been reorganized by the addition to its membership of several experienced and successful manufacturers, and has arranged for a loan from the town if the ratepayers approve. A by-law has passed its second reading. It provides for a loan of \$15,000, to be repaid with interest in twenty annual instalments. The ratepayers will vote on it at the January municipal elections.

January Clearance Sale Window Background

By C. S. EDGAR

There is an ever-growing tendency towards the use of greater care in designing windows for Clearance Sales. In accordance with this tendency towards improvement, we are showing, in this issue, two background ideas which are easy and inexpensive to make. While these designs are some-

with the same color. You can best judge just where to do this, by trying to recollect the appearance of trees just after a fall of snow. You may if you wish add a further "wintry" effect by sprinkling some artificial snow or "diamond dust" over the white paint before it becomes dry. This must be



Fig. 1



Fig. 2

what similar, they were originally designed for entirely different types of windows. The background in figure 1 is intended for a window having considerable depth, while that in figure 2 is intended for a long shallow window. Either of these designs, however, could be used for either style of window, by making a few changes.

To reproduce the setting shown in figure 1, it will be necessary to have the scenes painted for the panels. Of course if you can do this yourself you will cut down the expense considerably. This painting can best be done on wall-board, as it possesses the required stiffness to make it stand alone, thus doing away with the necessity for frames. However, if you have not the wall-board handy, make frames of strips of wood, about an inch wide by a half inch thick. On these frames mount some thick card-board, being careful to make all the necessary joints as neat and close as possible. Next stretch some white "cheesecloth" carefully and smoothly over the whole frame. This will give you a fine surface to paint on. For the painting use any good water-paint such as kalsomine, and apply it in a free and easy manner, at the same time, being careful not to have it too thick in spots. For the sky use a light blue color, applying smoothly over the whole portion to be occupied by the sky, allowing it to extend a trifle inside the outlines of the trees and the building. The trees should next be painted, for these use a very dark shade of green for the foliage and trunks. The building in the centre panel may be painted any color desired, but the writer would suggest the use of dark red as this color would add a bit of warmth to the painting, the blues and greens being what artists term "cold colors." Before proceeding further with the painting allow the colors already applied to become dry. When thoroughly dry, paint in the foreground of the picture with white, adding a touch of light blue-grey to the white in the shaded places. With the white paint sketch in the clouds and then touch up the branches of the trees

done while the paint is wet however, or the diamond dust will not stick.

When the painting is finished lay it aside to dry, while you prepare the rest of the background. The back of the window above the scenic panels is next covered smoothly with white felt or canton flannel. The stripes shown in the design may be painted on or the same effect may be obtained by the use of narrow ribbons. The back below the panels is treated in a like manner, the decorative designs at each side being made with ribbons or painted as before. When this is ready, put the panels in position, and your background is completed.

The design in figure 2 is carried out in the same manner as in figure 1, so that further explanation will be unnecessary.

When using either of these designs in the window, have your window cards and price tickets throughout the store made with a little scene in the upper left-hand corner. This serves to connect the goods in the store with those on display in the window.

APPRECIATE ITS GOOD WORK.

Will you please discontinue sending us the SHOE AND LEATHER JOURNAL. We have been subscribers for a long time and appreciate it very much, regarding it as a necessity to any live shoe dealer. The reason we are asking you to drop our name from your list is that we are closing out our shoe department, and intend specializing on other lines.

R. E. KELLY & CO.

Huntingdon, Que.

He is not Down Hearted

Writing to the SHOE AND LEATHER JOURNAL, a leading shoe retailer, who does business in a progressive Nova Scotia town, thinks after all, the effect of the "war" and the general depression in trade are somewhat like "A cloud with a silver lining."

"Although we are not doing the same amount of business as last season, still we are not kicking. We expected tight times, and bought light, so that the bailiff is not bothering us, nor the banks or wholesalers squeezing us hard. Another hopeful sign is that there is much less credit than last year. People seem to realize that if they cannot pay cash now, they had better wait for what they want, as the chances are that they will not be in any better position in a week or a month to meet their obligations. What a blessing it would be if, as a result of the present stringency, the "cash" habit would grow until it permeated the whole country. People would then get the habit of paying cash and sticking to it, and business conditions and results would be infinitely more satisfactory, not only between retailer and wholesaler, but between retailer and customer. In fact the wheels of commerce would work evenly and smoothly, year in and year out. I say it with all my heart, Let the cash habit grow!"

Military Honors for Shoemen

Further honors have come to some St. John, N.B. military men who, in the ordinary course of life, are engaged in the shoe and leather business. They have responded to the call of duty and entered the ranks of the thousands going from Canada to the aid of the Motherland in the second contingent. Shoemen throughout Canada will be interested in the announcement that Lieut.-Col. A. E. Massie, maritime manager for the Canadian Consolidated Rubber Co., is going to the front, and not only does he enjoy that honor but in recognition of his merit and standing in



LIEUT. COL. MASSIE, ST. JOHN, N.B.

the Canadian militia has been appointed to command the divisional train comprising some four hundred men from all Canada.

Col. Massie has had a wide military experience. He has been commander of No. 7 Company Army Service Corps in St. John for a great many years and has brought that unit to a standard of keen efficiency. About a year ago he was appointed to the command of the divisional train for the sixth district which covers the Maritime Prov-

inces. At the outbreak of the war he offered his services to the military department in whatever capacity they might be required, and the answer has come in his appointment to so important a post. He is being heartily congratulated by his numerous friends.

Another well known St. John man, David B. Pidgeon, is sacrificing his business and domestic interests for the



LIEUT. D. B. PIDGEON, ST. JOHN, N.B.

cause of his country and has been appointed to a post as lieutenant in No. 7 Company, Army Service Corps, which will be the headquarters unit attached to the divisional train. Lieut. Pidgeon has for years conducted a prosperous shoe business in north St. John. Although only young in the service of the militia department, he has shown commendable ability and on the appointment of officers to the unit being made, was honored with a post as senior lieutenant.

There is still another going with the unit as a commissioned officer, Lieut. A. Gordon Rainnie, brother-in-law of Lieut. Pidgeon, and for some years local manager of D. K. McLaren, Ltd., dealers and manufacturers in belting, leathers, hose, etc., with offices in Prince William Street. Lieut. Rainnie will also be on the staff of the headquarters company. The three officers who expect to leave with the army service units for the other side early in the new year, have already taken up their duties in barracks here.

Robert P. Sweatman, formerly manager of the Slater Shoe Shop, in King Street, St. John, left last week for Toronto where he will take a position with the Walk-Over Store on Yonge Street. He made many friends while in St. John who will wish him all possible success.

To Prevent Squeaky Shoes

An invention has been placed on the market which it is thought will prevent the squeak in shoes. The squeak it is known is caused by two pieces of leather playing one on the other. This new invention is a patented chalk envelope which is placed in the shoe. After wearing for a short time it breaks and the chalk distributes itself along the sole in the line of least resistance, especially where there is much chafing of the leather due to constant bending caused by walking. It has been found that a McKay shoe will squeak more than the welt, especially where a poor filling or no filling is used. When a double sole or doubler is used, as is often used in a McKay and welt shoe, it is here that the squeak is most noticeable. This chalk envelope has already received much attention.

STRAY SHOTS FROM "SOLOMON."

J. H. B.

A man living in a humble cottage between two rich and quarrelsome neighbors managed to exact from them the promise that in case of trouble between them they would respect his premises. To keep them off he erected a high fence and surmounted it with wire. He was awakened one night by the sound of his fence being battered down and jumping from his bed he sallied forth with a gun in his hand, clad only in his pyjamas, to protect his property. In the melee that followed the marauder, who paused in the real purpose of his attack, drove the indignant defender of his rights to cover and because he was fired on from the house, dragged him forth, shot him to death in his own back yard and burned down his house. His object, as he said, was to prevent people firing from houses or conducting a fight in undignified apparel. The reason given by the Germans for the outrages in Belgium is that the Belgians who shot at them in the streets and from the housetops were not in uniform.

The present war was as certainly due as any crop sown under reasonable conditions by a purposeful farmer. One may safely brush aside as rubbish the arguments that are made to do such yeoman service in explaining the origin of the trouble. Germany has for nearly fifty years been developing a fighting machine that would be absolutely the "last word" in armies and armaments. That she has practically succeeded to a degree, will not be denied even by her enemies; so far as "efficiency" goes the machine has done all so far that a highly perfected human mechanism can do. In the process, however, a spirit was created that made it idle to expect that adequate work should not be provided for the marvellous system of human butchery. The field had to be provided for this "grim reaper," if only to see the kind of a swath it cuts. To expect conditions of peace to prevail with such means of destruction at hand, would be as reasonable as to expect the millennium to arrive with hell loose around the corner.

In reading the "Times" or other English newspapers these days one is struck with the large number of young officers and men whose names appear in the death notices as "killed in action." The preponderance seems to be between the ages of twenty and twenty-five. These young fellows, the flower of British homes, the pride of British hearts, the hope of their families and their country, have laid down their young lives on a foreign soil and fill nameless graves in a strange land, and the gaps are being filled as they are made by others as youthful, as hopeful and as brave. It is only as we stand by the vacant hearths and see the anguish of desolate homes, that we begin to realize what the war means to them in the Old Land, and it is only when the lists of the dead and wounded amongst our own boys begin to come in that we will begin to feel that our part in the great tragedy of war is more than that of an interested onlooker. What it means to the world, as well as to the home, in the loss of latent possibilities, can never be computed by the most patient investigator, as the words strike his eye: "Killed in Action—Lieut. C. D. H., late of His Majesty's 9th Lancers, in the battle of the Aisne, aged

23, son of W. D and Mrs. H. of C—, Gloucestershire. *Requiescat in pace.*"

Bulletin mongers and feverish devourers of newspaper headlines can have but a faint sense of the magnitude of the issue, of the stupendousness of the armies engaged in this struggle of the ages between the forces of democracy and despotism. The crusade of the twentieth century rages around no sacred tomb and has for its battle cry no party or sectarian shibboleth. It is a war of ideas and ideals. The origin of the conflict is lost in the tremendous issues involved. Shall the old testament doctrine of force supersede the new testament teaching of love? Shall the new wine of the Sermon on the Mount be put into the old bottle of tribal and racial strife? Shall the philosophy of Cain, the first exponent of the doctrine of the survival of the fittest, prevail over the spirit that has built our hospitals, asylums and homes for the infirm? Shall the Roman dominate once more a world that has during twenty centuries been sitting at the feet of a Law Giver whose docile teaching has turned the heart of the savage into the abode of the Spirit of Peace?

This is no time for talk. Too much time has already been lost in absorbing "white papers" and arguing the righteousness of the "cause." What the world as well as the British Empire needs to-day is men to back the principle for which some men have died, filling trenches with their bodies, and women and children are wandering homeless and hungry. "Shooting the mouth" against arrogance and tyranny will never down the tyrant and set right the wrongs of the innocent. No cause has ever been a more righteous or holy one than the one for which we stand, and the man who takes not his place in the battle is worthy neither of his time nor the race to which he belongs. It is a time for Spartan courage and Marathon heroism. "Here am I send me" should be the spontaneous cry of every man who is in a position to take his place by the side of his brother. There is "no discharge in this war."

The same thought that touches individuals is applicable to nations. It is all very well to say "this is not a quarrel of our making." Outside nations cannot say it is not, at least, vital to their interests. No civilized people to-day can afford to stand indifferently aside. The United States, no less than Italy, Norway and Sweden, stand threatened with a menace that is as much greater than that of Napoleon a hundred years ago, as the armies engaged and the issues involved transcend those of that period. The attitude of the President of the United States when confronted with sworn evidence of the wrongs of Belgium, is no better than that of Gallio, who nineteen centuries ago, "cared for none of these things." With France, Russia and England out of the path of the modern world conqueror, what assurance has any of these nations of the right to "life, liberty and the pursuit of happiness." "Curse ye Meroz, bitterly, said the angel of the Lord, because he came not up to the help of the Lord against the mighty."

Breezy Comment on Some Retail Ads.

The Christmas advertisement of Fred. R. Foley, shoe retailer, of Bowmanville, is one of the most suitable and smartly arranged advertisements that could be inserted. He brings home the timely truth that the most acceptable gifts are those that are useful, which include suit cases, club bags, trunks and house slippers, all of which are featured by nice illustrations, and smart descriptions, while the range of prices is indicated. The advertisement is splendidly set up, is not too crowded, and is one of the best Christmas ads. that has appeared in any of the papers. Mr. Foley does a large mail order and has sent shoes to every province in

leathers used in their make, and any other points of interest. This has been done in the case of the "Classic" shoe, and at the same time, price indications are given in both women's and children's. The heading is a striking one, telling a story that should be convincing. When an old established

\$10,000 Worth of the Famous *Classic* Shoes For Women and Children Now in Stock At the "Murphy" Store

Women's Shoes,
\$4.00 to \$6.00 pair

Classic Shoes are made by Getty
& Scott, in Galt, Ontario.

Children's Shoes,
\$1.00 to \$3.00 pair



Two factories, having a capacity of over 3,000 pairs a day, one devoted entirely to Women's Shoes, the other making only Shoes for Children.

Both factories are equipped with the latest machinery and appliances known to the trade today for making Shoes of high standard, operated by the best makers available on this Continent.

With this organization for the past fifteen years, and a close, continuous study of customers' requirements and fashion's needs, it is small wonder that the Classic Shoe is now enjoying the widest sale in the Dominion.

We have placed in stock over \$10,000 worth of Classic Shoes in the most favored Fall and Winter styles for Women and Children. Our Shoe Department is ready, in the widest understanding of the term, to give wearers of Classic Shoes in this city an unusually varied choice and every satisfaction in styles, sizes, widths and particularly in wear.

In addition to the manufacturer's guarantee, our money-back policy protects you in every purchase.

Women's *Classic* Shoes

Come in patent, coltakin, gunmetal, fine Vici kid, with dull back cloth tops and suede, long, narrow receding toes, spool heels, many in the new gaiter effects.

Children's *Classic* Shoes

Made in the Kulture models, scientifically designed on youthful lasts, built to withstand hard usage while carefully preserving the shapely lines of young feet. Goodyear welts and high-class McKay's and turned soles.



WE GUARANTEE SATISFACTION ON EVERY PAIR OR REFUND
YOUR MONEY.

Store Opens at
8.30 a.m.
Closes at 5.30 p.m.

The John Murphy Company Limited

See Our Announcement on another page of this paper.

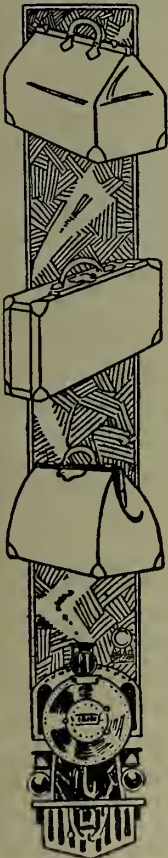
firm, like the John Murphy Co., buy such a large consignment of "Classic" shoes, it demonstrates that they have every faith in this well known line of footwear, and this assurance is backed by a double guarantee, in that the house state "Our Money Back Policy Protects you in Every Instance." This is straight-from-the-shoulder talk—has some vim to it and makes the reader believe in the honesty and merit of the goods. The ad. on the whole, is well balanced and systematically arranged.

New Last Factory is Now Ready

The new last factory which has been under construction by the United Shoe Machinery Co., of Canada, in Maisonneuve, is about completed and will be practically ready to start operations within a few days. Although no definite arrangements have yet been made, it is expected that Mr. Sturgis, formerly of Sturgis-Jones Co., Brockton, Mass., will be manager of the plant. The plant will be known as the United Last Company.

J. W. Rogers, Quebec agent, and L. W. Hanson, Toronto agent, of the United Shoe Machinery Company of Canada, were in Montreal Saturday, December 5th, attending the semi-annual meeting of branch agents, salesmen and department managers of the company.

Gifts That Are Useful



IT is useful presents that are appreciated and this is why we offer the following suggestions to busy Christmas shoppers:

Suit Cases In Imitation Leather, Japanese Matting, Woven Cane, Genuine Leather and Sea Lion Grain Suit Cases, all weights and sizes. Prices from\$1.15 to \$15.00

Club Bags In Split Cowhide, Heavy Paris Grain Leather, Sea Lion or Walrus Hide and Alligator Skin, different shapes, leather and cloth lined. Prices from\$2.00 to \$25.00.

Trunks Canvas or leather bound, brass trimmed, deep set in trays with covered hat compartments, steamer shape or square. Prices.....\$2.75 to \$7.50.

House Slippers

Can you think of anything more useful and acceptable as a Christmas gift than a nice pair of house slippers? We have them stylish and comfortable. Gents 65c to \$2; Ladies' 50c to \$1.50; Children's 25c to 50c.



Our Motto: Shoes That Satisfy

Fred R. Foley

Parlor Boot Shop
on the Sunny Side

Phone 12 - Bowmanville

Canada excepting one, and to many places outside the Dominion.

The ad. of the shoe department of the John Murphy Co. Ltd., Montreal, (of which H. H. Gibbins is the progressive manager), displays good judgment and originality. The "Classic" line of shoes is featured, and the various illustrations are very nice and neat. It is well in an advertisement in which one line of shoes is being presented, to give a short, descriptive talk on the varieties featured, what that range of shoes stands for, the styles they come in, the

Hockey Honors for Shoemen

Jas. T. Sutherland, who is a widely known shoe traveler, and also director of the Cook-Fitzgerald Co., of London, Ont., has been honored by the Ontario Hockey Association, in which many shoemen have always taken an interest, by being elected as first vice-president for the coming year. This distinction was tendered him unanimously at the 25th



J. T. SUTHERLAND H. E. WETTLAUFER KENNETH CASSELMAN

annual meeting, held in Toronto on December 5th. Mr. Sutherland was also recently re-elected manager of the Frontenac Hockey team, of Kingston, which position he has held for many years. His association with sport has always been of an earnest, manly character, and at all times he has sought to uphold the best interests and traditions of the great national winter game in Canada. H. E. Wettlaufer, who is sales manager for Chas. A. Ahrens, Limited, Berlin, is an enthusiastic past president of the Ontario Hockey Association, in which he has taken a deep concern for many years. He also attended the recent annual meeting.

Kenneth Casselman, of Casselman Bros., shoe retailers, of London, Ont., who has been first vice-president, has retired from the list of officers owing to purely business reasons. Mr. Casselman has long taken much interest in the game and his withdrawal from the O. H. A. is greatly regretted.

One outstanding feature of the gathering was the decision to contribute \$1,000 of the Association's funds to the Canadian Patriotic Fund, and also to make a grant of \$2,000 toward the Hospital for Sick Children, Toronto, which motion was seconded by Mr. Wettlaufer. The game of hockey and its association was never more firmly ensconced in the confidence and prosperity of the public than at the present time.

Shoe Buyer Talks on Buying Problem

Editor SHOE AND LEATHER JOURNAL:

The article in your last edition headed, "Why Not Look At All Samples," in which it was stated by a traveler that retailers should take time to look at travelers' samples whether they intended to buy or not, strikes me as being a little out of the ordinary. Possibly the traveler who was talking in this line never had any retail experience. If he had he would certainly know that if a buyer trotted to the sample rooms to see every line that was presented, he would spend a good deal of his time away from the selling end of his own business. If we looked at every line and gave every second or third man an order we certainly would have enough goods for the next season without any sorting. There is no shoe merchant who can buy all his ranges from any one house, and do himself justice, but he can go too far the other way and if he does he will find that he has too many ranges and not enough of any one.

As far as refusing to look at the samples of every traveler being a "form of cowardice" on the part of the dealer, as this traveler alleges, I differ with him for these reasons. Placing orders are usually given twice a year—in the spring and fall. Our office gives us so much capital (according to the business done) at the beginning of each season to be invested in the best markets and to the best advantage. Then some traveler comes along after we have spent our

appropriation and would put us in a position so that the office would jump on us or call us down. I would call it a "form of cowardice" if a buyer has not enough backbone to say no to a man when he is already through buying. If a shoeman has bought all he can carry and has picked his lines to suit his trade, why should he add to his stock just because some salesman has just as good a line for the same money.

When the average man sits down to a table to eat a meal he stays with it until he has satisfied his appetite. Why should he eat more just because some wholesome and very dainty dish is offered. If he does he is likely to feel the effect next day. It reminds me of the traveler, with whom I once came in contact, who, after extolling all the good features of his line and not persuading me to purchase, got angry and remarked that "we should look at all samples." Apparently he had not had much success with his line and it was getting on his nerves. Possibly he was right in his observation, but I do not think so.

A little argument on topics such as these is beneficial to us all and I like to see such matters taken up in your paper. It is the proper way of bringing shoemen together and getting new view points on a number of subjects of importance to every one in the trade. Wishing you a merry Christmas and a very happy and prosperous New Year. Sincerely yours,

A. T. MARSHALL,

(Buyer for Stewarts, Limited, Shoe Dept.)

Renfrew, Ont., December 11, 1914.

New Boot Shop is a Palace

One of the handsomest and best appointed shoe stores that can be found in any Canadian or American city has just been opened at 290 Yonge Street, Toronto. It is known as the Walk-Over Boot Shop, and the proprietor is F. A. Guinivan, late of the Walk-Over Boot Shop, St. Catherine Street West, Montreal. Mr. Guinivan is widely known to the trade and has every reason to be proud of his new and exceptionally attractive establishment, which is 156 feet deep by 30 wide. This makes the second Walk-Over Boot Shop in Eastern Canada, and from the artistic fittings and imposing entrance it may well be termed a footwear palace. The shelving is all of solid mahogany and there is a balcony surrounding the interior in order to take advantage of all the space possible. To do justice to the splendid store in any verbal description is impossible, and in the next issue of the SHOE AND LEATHER JOURNAL several views of the interior and exterior will be presented with a reference to all the fine features. The widely known Walk-Over system of fitting the customers' foot by means of a carefully prepared diagram, which system has been described in the JOURNAL, is followed. The pedal outline is indicated by means of a series of chart lines giving not only absolute knowledge of what shape is best suited to the patron, but the exact size as well. In this respect the maximum of comfort and efficiency is secured.

High Distinction For Shoeman

Elmer J. Bliss, president of the Regal Shoe Co., was elected president of the Boston Chamber of Commerce this week. He will succeed J. Randolph Coolidge, Jr., whose term of office expired with the ending of the Chamber year. Mr. Bliss is president and managing director of the Regal Shoe Company, of Boston and Whitman, Mass., which he founded more than 20 years ago. He is president also of the Regal Shoe Company, Limited, of Toronto, and the Regal Shoe Company of Pennsylvania. He is treasurer of the Bliss Securities Company of Boston, and a director of the International Trust Company of Boston.

Newsy Jottings From Old Quebec

O. Goulet, shoe manufacturer, was in Montreal last week on a business trip.

Louis Gauthier, of the Louis Gauthier Co., was in Montreal last week on a business trip.

Lachance & Tanguay are very busy and at the present time report having a large number of orders on hand.

Jos. Guay & Fils, tanners, of Quebec, have built an extension to their factory for the purpose of drying patent leather.

P. E. Boivin, manufacturer of Feather-weight ice creepers, Granby, Que., was in the city last week calling upon the trade.

Naz. Fortier, tanner, of Quebec, has sent to every manufacturer and leather jobber a fine map of Europe, which is much appreciated by the recipients.

Edmund Gaumond, formerly foreman in the lasting and finishing room of J. B. Blouin, Limited, has taken charge of the same department in Duchaine & Perkins factory.

Among the recent visitors in town were L. S. Odell, with Fisk Limited, Montreal; J. D. Woods, Cotton Threads, Limited, Montreal; A. C. Parker, Parkers Limited, Montreal.

Retail circles complain of trade being rather quiet up to the present, but, during the past few days, it has greatly improved. There has been considerable activity in felt shoes and rubber footwear.

A number of shoe manufacturers are taking stock. Orders are only coming in fairly well, but plants are not rushed. It is expected that there will be a considerable improvement after the holidays.

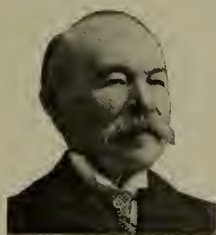
Arthur Roy, foreman of the lasting room of Gale Bros., died on Monday, December 7th. The funeral took place to Jacques Cartier Church, and the remains were interred in the St. Charles Cemetery. There was a large attendance and all the employees of the firm attended in a body.

At the offices of LaRue & Trudel, curators, there was sold the insolvent estate of Thomas Voyer, boot and shoe merchant. The stock of boots and shoes, valued at \$4,146.30, was bought for \$2,109.59. There was also sold the store fixtures, valued at \$496.25 for \$128.01. The book debts amounting to \$1,800 were purchased by Mr. H. Boivert for \$383.93.

Many friends in the shoe trade will regret to learn of the death of Joseph Arthur Mercier, Quebec, which took



J. A. MERCIER



L. BILODEAU

place on December 5th, at the age of 34 years. He was a partner in the firm of Louis Bilodeau, who is possibly the oldest shoe retailer in Canada if not in America, being sixty-four years in business and having attained the ripe age of eighty-four years. Before being taken into partnership by Mr. Bilodeau, Mr. Mercier was in his service five years and for a number of years past the deceased had practically entire charge of the selling and buying as Mr. Bilodeau has dropped out of active work. Mr. Mercier was noted for being a good accountant, a fine stock keeper and a first class manager. When Mr. Bilodeau began business at the age of twenty he was located at the break-neck steps but, after ten years moved to his present premises at 45-47

Sous le Fort street. The accompanying pictures show Mr. Bilodeau on the right and the late Mr. Mercier on the left. The firm have always done a wide trade and have many customers in the country whom they have supplied with footwear for years.

Octave Feuilteault, proprietor of J. H. Begin, Reg., wholesale shoes, Crown street, Quebec, died recently in his store. He left early in the evening to go out for a walk, and when he did not return, the members of his family went in search of him, and found him lying on the floor of his place of business. Life was extinct. Mr. Feuilteault had been in poor health for some time. There was nothing to indicate the cause of so sudden a demise. He is survived by a wife and seven children.

Mr. Parker on Selling Staff

Albert E. Parker, for the past twelve years in the warehouse of D. D. Hawthorne & Co., wholesale shoes, Toronto, has been appointed one of the city travelers for the firm and will look after all the trade east of Yonge Street, while



ALBERT E. PARKER, TORONTO

David Bain is the city representative of the house west of Yonge Street. Mr. Parker has filled the position of chief order clerk with Hawthorne & Co. for the last seven and half years and has been in the employ of the company for twelve years. Previously he was with the Royal Shoe Co. for some time. The change in the city representation has been brought about by John D. Hawthorne, for 18 years the city salesman of the firm, being given an important inside position owing to his health, he having recently recovered from a long illness. Mr. Parker and Mr. Bain will look after the Toronto work. Both are fully qualified to cater to the wants of their customers, being well acquainted with the shoe game. Mr. Parker entered upon his new duties last month. He is a Toronto boy and his chief delight outside of selling or handling shoes is in raising chickens. He is an ardent bird fancier.

The Adams Leather Goods Co., Toronto, has received part of the order for saddlery which the British and French Governments have given Canadian manufacturers, and the Northern Aluminum Co. has contracted to supply a large number of army canteens.

Have Closed Good Year's Business

There are perhaps no more popular or more widely known salesmen calling on the shoe trade of Canada to-day than the four gentlemen who are seen in the accompanying group. They have just closed a splendid year's business in



the interest of their firm, Philip Jacobi, the old established shoe store supply house of Toronto, which has been in existence for some fifty years. On the left is E. W. McTear, who covers Western Ontario and the Maritime Provinces and has been with the firm twenty-eight years. Next, is W. D. Fox, who looks after Northern and Eastern Ontario and Quebec Province. George J. Scott is the third gentleman, whose ground is from Winnipeg to the Coast, and then comes W. E. Young, who calls on the trade in Hamilton, Toronto, and the suburbs. Mr. McTear has just been elected a member of the Toronto Board of Directors of the Commercial Travelers' Association. These gentlemen are looking forward to next year's business with high hopes and fully expect record sales.

New Managers Enter on Duties

J. A. Connor, who has recently been appointed manager of the Toronto division of the Canadian Consolidated Rubber Co., has had about twenty-seven years' experience in the

shoe trade, and is well acquainted with every department of the business. He has entered upon his new duties and his brother, W. J. Connor, has succeeded him as manager of the London branch of the Canadian Consolidated Rubber Co. The new manager of the Toronto division, is a Port Stanley boy, but has resided the greater portion of his life in the Forest City. He got into the footwear game in 1887 with the late Daniel Regan, and remained with him about seven years, after which he took a position as traveler for the Goodyear Glove Rubber Co., N.Y., covering the ground from Toronto to Montreal for two years. This company made a particularly neat, high-class and artistic fitting rubber, and it was with them that Mr. Connor secured his first introduction into the rubber footwear. He was next on the staff with Garside & White (now the White Shoe Co.), Toronto, looking after north-western Ontario. After over eight years' service with this house, he joined the Robinson & Lindsay firm, of Toronto, with whom he remained five years, and four years ago, became identified with the Canadian Consolidated Rubber Co., being appointed as head of their London branch, which, under his direction, has shown expansion in all lines. Mr. Connor is very fond of the selling game, and will greatly strengthen that department in the Toronto office. It was at the request of Mr. J. K. Lindsay that a change was made, in order that the latter might devote his time exclusively to the accounting and financial end of the Toronto office, which has grown very heavy. Mr. Connor will have supervision of the London, North Bay, Brantford, Hamilton and Belleville branches. His brother, W. J. Connor, who is now the manager of the London branch, has also had an extended experience in the shoe line, being identified during his connection with the trade, with practically the same firms as his brother, who has just removed to Toronto.

The factory of Ames-Holden-McCready, Limited, at St. Hyacinthe, Que., is very busy at the present time and is turning out about 3,500 pairs daily, and has orders on hand which will run well into next year. The company have completed all their military boots, having made about sixty-five thousand pairs in all, which were all highly spoken of and gave every satisfaction.

SOME OF THE NEWER EFFECTS IN WOMEN'S SHOE STYLES




MISSES' AND GIRLS' CROSS-STRAP SANDAL, PATENT, WITH PLAIN TOE AND LOW HEEL.




PATENT VAMP, LACE, GRAY FABRIC TOP, STRAP EYELET-STAY OF PATENT LEATHER, STAGE LAST, 15-8 HEEL.



FIVE-HOLE OXFORD OF PATENT LEATHER, WITH WHITE BUCK QUARTER AND PATENT LEATHER STRAP EYELET-STAY, STAGE LAST



AMONG THE SHOE MEN.



The stock of A. Arel, shoes, Montreal, has been sold. The Pittsburgh Shoe Store, Montreal, has recently been registered.

S. E. K. Walker, dealer in shoes, Port Hope, is retiring from business.

Jos. Daoust, of Daoust, Lalonde & Co., Montreal, was in Ottawa recently.

A. G. Harris has opened a men's furnishing and shoe store in Killarney, Man.

Wm. Johnson has opened a shoe repairing shop in the Bates Block, Truro, N. S.

Bert Packard, of L. H. Packard & Co., Limited, Montreal, was in Boston recently.

Ed. R. Lewis, leather dealer, Toronto, spent a few days in Montreal recently on business.

James Dorman, shoe retailer, 225 Broadview avenue, Toronto, has assigned to R. Tew.

Frank Stafford, of Sudbury, Ont., was in Toronto recently calling upon the shoe trade.

J. A. Little, shoe dealer, of Saskatoon, Sask., has sold his boot and shoe store to H. Henry.

A. C. Elliott, of Brooklin, Ont., was in Toronto recently calling upon members of the trade.

W. A. Hamilton, of the W. B. Hamilton Shoe Co., Toronto, was in Montreal and Quebec recently.

E. T. Jacobi, Toronto, has returned from a successful rabbit shooting expedition in Dufferin county.

W. J. Duncan, of the W. J. Duncan Legging Co., Seaford, Ont., was in Toronto recently on business.

J. & T. Bell, Limited, Montreal, have installed a new model U. S. M. button-hole machine in their factory.

J. A. Adams, of the Murray Shoe Co., London, was in Montreal, Ottawa and Toronto this week on business.

New machinery parts have recently been installed in the factory of Gagnon, Lachapelle & Lecours, Montreal.

David Marsh, managing director of the Wm. A. Marsh Company, Quebec, was in Toronto recently on a business trip.

F. A. Rogers, shoe buyer, of the Robert Simpson Co., Toronto, was a caller at several Montreal factories last week.

Robert Bussell has opened a new shoe store at 16 Torrens avenue, Todmorden, where he has put in a representative stock.

R. Leuiller, of Winnipeg, will take charge of the sample room of the Wm. A. Marsh Co., Quebec, and enter upon his new duties soon.

J. Schwartz, representing L. B. Wasserstrom, leather dealer, New York, spent several days recently in Toronto and other cities.

The many friends of A. W. Saunders, shoe retailer, 487 Bloor street west, Toronto, are congratulating him on the birth of a son and heir.

William H. Grosch, of the Grosch Felt Shoe Co., Milverton, Ont., was in Toronto, Montreal and other points recently on business.

Raoul Lanthier, of the Kingsbury Footwear Co., who is well known in Montreal shoe circles, was recently elected honorary president of the Montreal Hockey Association, the

large new amateur body which has just been formed in that city.

H. A. Burke has resigned his position as foreman of treeing room in the Ames-Holden-McCready, Limited, No. 1 factory, Montreal.

A. Brunet has taken over the shoe establishment formerly known as the Waldorf Shoe Store, 762 St. Catherine street east, Montreal.

L. W. Hanson, manager of the Toronto branch of the United Shoe Machinery Co., spent a few days in Montreal recently on business.

The shoe factory formerly conducted by A. A. Durkee, Limited, at Truro, N.S., will be dismantled and the machinery is being taken out.

W. V. Matthews, superintendent of Ames-Holden-McCready, Limited, Montreal, has been spending the past few days in the Boston market.

H. Bull, shoe retailer, of Grimsby, Ont., who has been confined to his home for some months is able to be around again and attend to business.

The Brandon Shoe Co., Limited, of Brandon, have just finished their contract for army shoes, which were turned out in good shape and on time.

The United Shoe Machinery Co., Montreal, state they have received a large number of orders for their new six-foot model "M" buffing and finishing outfit.

James Muir, sr., of the James Muir Co., shoe manufacturers, Maisonneuve, Que., was in Toronto this week and called upon a number of friends in the trade.

E. L. Emerson, of the Boston Last Co., Boston, is spending a few days at the Canadian branch of the firm in Richmond, Que. He was in Montreal last week.

W. H. Miner, President of the Miner Rubber Co., Granby, Que., and R. R. Macaulay, Secretary-treasurer of the company, have returned from a business trip to Winnipeg.

The Metropolitan Shoe Repair Shop has started at 1768 Dundas street, London. A model N 22 foot outfit with stitcher has been installed by the proprietor, E. J. Wright.

The stock of boots and shoes of Tom Stedman, Limited, Winnipeg, was sold by Newton & Nicholson, the assignees, this week. The stock consists of \$52,001.95 and the fixtures \$5,598.85.

L. S. McKindsey and J. M. Peterman, western representatives of the W. B. Hamilton Shoe Co., Toronto, have returned from extended trips throughout the prairie provinces.

N. W. Spear, of the Price Leather Company, Boston, called on several Montreal shoe houses this week. He reports business in Boston as being rather quiet at the present time.

Dufresne & Locke, Maisonneuve, report their factory as being very busy. Orders have been coming in freely they state, during the past few weeks, and calls are being made for early delivery.

It is confirmed that owing to dislocation of all branches of the Hudson's Bay Company's business during the war, the governor and committee have decided not to recommend the payment of the interim dividend on the ordinary shares. On this occasion twelve months ago fifteen per cent. was

paid on them, showing an increase of five per cent. on the previous year.

J. A. McLaren, of McLaren & Dallas, wholesale shoes, Toronto, who is confined to his home with an affection of the heart, is, his many friends will be pleased to learn, making good progress toward recovery.

H. Henry, who is connected with the Saskatoon branch of G. G. Lennox, wholesale shoes, was in Toronto recently, calling upon a number of friends in the trade. He has been on a visit to his home in Elmvale.

E. Leroux, of the United Shoe Machinery Co. of Canada, Montreal, spent the last week in Quebec setting up and instructing operators in the working of the new button-hole making machine recently sent out by his company.

The Cobourg Felt Co., who have installed a full line of machinery for the making of felt footwear in their plant at Cobourg, have turned out a fine range of samples in shoes and slippers, which will soon be presented to the trade.

The stock of the Simpson Co., shoe dealers, Parliament street, Toronto, who recently assigned, was sold this week at fifty and a half cents on the dollar. The stock of the same firm on Queen street east has yet to be disposed of.

The Kimmel Felt Co., of Berlin, are re-organizing their factory, which will not only give them a greatly increased output, but they will also place upon the market soon a fine line of Goodyear welt outing shoes, which are expected to meet with wide favor.

Isaac P. Hetherington died recently at his home in Jenkinville, N.B., after a lingering illness. Mr. Hetherington had travelled extensively in New Brunswick and Nova Scotia, and was for a number of years in the boot and shoe business. He was 78 years of age.

R. P. Sweetman, formerly manager of the Slater Shoe Store, St. John, N. B., has joined the staff of the new Walk-Over Shoe Store, Yonge street, Toronto. Mr. Sweetman has had an extended experience in shoe selling, and during his residence in St. John made many friends.

The Blachford Shoe Manufacturing Co., Toronto, who are makers of women's fine Goodyear welts, may shortly add a department for manufacturing turn footwear. George A. Blachford is visiting Rochester and other cities, looking into the situation and an important announcement may soon be made to the trade.

The price of leather is ascending all the time and an advance took place recently in wax splits which are now quoted at 38 to 40 cents and are very difficult to obtain. Other lines such as waterproof chrome, mennonite grain and split leathers are quoted very high.

Artistic and attractive calendars for the coming year are being sent out to the trade by the Grosch Felt Shoe Co., Milverton, Ont., Legace & Lepinay, shoe manufacturers, Quebec, Aird & Son, shoe manufacturers, Montreal, Robin Freres, last manufacturers, of Montreal, and other firms.

J. Dupras, Montreal agent of the U. S. M. Co., is spending a few days in the new Clark Bros.' factory at St. Stephen, N.B., superintending the installation and starting of the machinery. Cutting has already been started and the factory will be in full operation this week.

The recent cold weather has proved a boon to the shoe retailers and business took a decided jump, especially in felt footwear, hockey boots, larrigans, Arctics and other lines. Immediately after the holiday trade many dealers will be busy in taking stock and in making preparations for the usual January sale.

The representative which the Ontario shoe manufacturers have sent to the Old Country to negotiate with the authorities for orders in connection with army shoes, is Mr. A. J. King, of Toronto, who will represent the Association in England and France. He sailed on December

2nd for London, which will be his centre to work from, and if necessary, he will visit France, but it is possible that he may not have to do so, as it is said the French Government is represented in England.

T. H. Bigwood, who operates three stores in Toronto, has sold the one at 448 Spadina avenue to R. H. Kenyon, who has taken possession. Mr. Bigwood, who is president of the Ontario Shoe Retailers' Association, will still conduct his other two stores at 826 Yonge street and 364 College street, Toronto.

Judging by the quantity of shoe supplies being ordered from the U. S. M. of Canada at the present time, states an official of the company, it would indicate that conditions in the various Canadian shoe factories have improved somewhat, particularly with those manufacturers making staple and heavier grade footwear.

At the Cumming's Shoe Store, in Galt, Ont., on Ainslie street, there was on exhibition recently a hand-made "duck bill" shoe made in Galt nearly 48 years ago. The shoe is quite a curiosity, and marks the advance in styles and in comfort from those days when goose quills were inserted to ensure a good lively squeak.

Fire broke out recently in the shoe store of James Brown, Port Stanley. Mr. Brown's family lived over the store and were aroused in the middle of the night. They hastily escaped by means of a ladder placed at the rear. The interior of the store was gutted and the stock considerably damaged. The loss was about \$1,000.

The Essex Rubber Co., of Trenton, N.J., have sent out to the trade a very neat calendar for the coming year, showing a repair man examining a shoe which has been brought to him for repairs. The sole and heel which are of rubber have worn so well that they do not require attention. The calendar is in colors and is being welcomed by the trade.

A change has been made in the personnel of the board which will inquire into the complaints about the boots being made for the Canadian soldiers. John Sinclair, of Barrie, who was named a member of the board, declined to act, and has been replaced by T. O. Gallipeau, a shoe manufacturer of Montreal. The inquiry is now in progress.

An old and respected citizen of Montreal passed away last week in the person of Mr. William Booth. He was for many years secretary-treasurer of J. & T. Bell, Limited, shoe manufacturers. Since he gave up active work five years ago, he remained in the board of directors. He was a member of the Montreal Board of Trade, Canada Council K. of C. and St. Patrick's Society.

Oscar Vogt, of the Great West Felt Co., Elmira, Ont., has returned from an extended business trip throughout the West, going as far as the Coast. The output of the company has been increased this season and the factory working overtime in order to keep up with orders. The recent cold weather has had a marked effect on the demand for felt goods, particularly in the West.

It is proposed by a number of employes of the various Montreal shoe companies to organize an inter-factory bowling league. The employes of the United Shoe Machinery Co., Tetrault Shoe Manufacturing Co., Aird & Son, Star Shoe Co., Gagnon & Lachapelle, and a number of other factories, have signified their intention of joining. The schedule will start about January 1st.

Of the \$1,400 subscribed by the Toronto city teachers for needy school children, \$1,000 has already been spent on shoes. The fund for this work was started by a grant of \$500 from the Toronto Teachers' Association some months ago. To prevent overlapping in the dispensation of the articles, a card system requiring the signatures of the principal of the school and the captain for the district has been worked out. Some of the garments are being made by

the teachers in sewing circles, while the rest will be purchased.

The directors of the Canadian Consolidated Rubber Co., Montreal, have announced that it had been decided not to make the usual disbursements for the current quarter on the common stock (on which dividends at the rate of four per cent. were paid formerly) in view of the general financial conditions. It was stated, however, that the profits for the eleven months to November 30th show that the dividends on both the preferred and common stocks have been fully earned.

J. Hessenauer, shoe retailer, of Berlin, has completed a fine new front costing over the four figure mark, which greatly adds to the appearance of his store. Those who remember the old windows, with heavy protruding posts and heavy beading, will appreciate the change. The effect, from a display standpoint, is marked. The store being somewhat narrow, necessarily sacrificed the front windows, but the plan adopted has solved the problem, by building them "L" shaped into the store, leaving a spacious entrance.

LEATHER MEN GET TOGETHER

A meeting of several leading leather manufacturers, who are members of the Canadian Manufacturers' Association, was held in Toronto on December 7th for the purpose of effecting an organization for protection and better business relations with one another. There was a very large attendance. The members were entertained to luncheon by George C. H. Lang, President of the Lang Tanning Co., Berlin, at the National Club, Toronto. Mr. Lang was elected chairman of the new association and S. Morley Wickett, of Toronto, vice-chairman.

The annual meeting of the Tanners Section of the Toronto Board of Trade, which is held usually in December, will not take place until early in January, as S. Morley Wickett of Toronto, who is chairman of the section, is busy in the municipal elections while the officials of the Board are engaged in removing to their new quarters on the nineteenth and twentieth floors of the new Royal Bank building, where the members will have admirably equipped rooms.

REAL MILITARY OR DRESS PARADE SHOES?

Editor SHOE AND LEATHER JOURNAL:

What will be the result of the criticisms, kicks and complaints about the army shoes of Canadian shoe manufacturers for first Canadian Contingent.

Of course, we must bear in mind that everything pertaining to this Canadian force was done in a hurry, and for that reason we must be considerate, but, it is undoubtedly the desire of the Militia Department at Ottawa to get the best possible footwear suitable for active service that money will buy.

Reports were circulated quite freely from the Valcartier Camp that many of the shoes wore out and were quite useless in two or three weeks, and complaints have been reaching the public ever since the departure of the troops about the wretched footwear that they had been supplied with. We know that the leathers used in these shoes were of the best quality procurable in Canada and the United States, and fully up to specification, therefore, why should they give out in so short a time?

Most likely the fault was in the construction of the shoe, and you will find upon investigation, that they were excellent for dress parade, but little use for active service.

Although having the highest regard for the Goodyear welt system for making fine shoes, we have no hesitation in

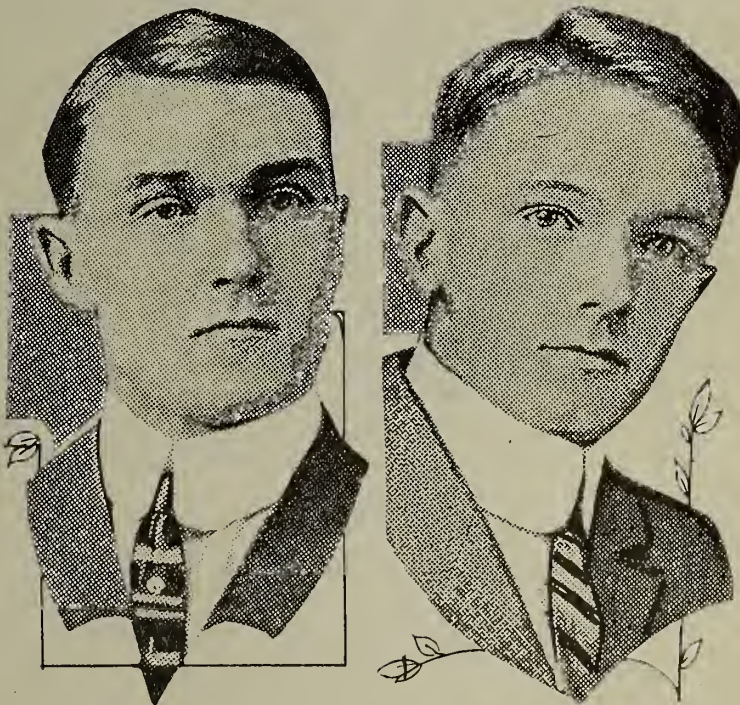
saying that it is by no means the best method for making Army shoes for active service. The welt, five-eighths of an inch wide, going all around the shoe, sewed on to a shoulder of the inner sole, which necessitates a loose filler of some kind of felt material between the inner sole and the outer sole, is a point of weakness, and will not stand the extra hard wear which is required of an active service shoe. Wax thread, no matter how good the quality, will not stand the strain and hard usage that brass or steel will. In our estimation—and we feel sure active service will demonstrate the fact—the very best process for making Army shoes for active service is the Standard screw, which is made with a first quality inner sole the entire length of the shoe, a first quality middle sole (in place of the welt and filler) which goes the entire length and width of the bottom of the boot—then a first-class outer sole, all of which is fastened together by the Standard screw process, and is absolutely solid throughout.

If a moderate flexibility is required, the tension of the machine may be adjusted to have the screws further apart. This process avoids all sewing and seaming in the sole of the shoe, and undoubtedly will show the best results.

Goodyear welted shoes of the very best construction, and very carefully selected stock, which have been exposed to similar wear as in Army service, have been examined by

BRAVE BOYS OFF TO FRONT

As announced in a recent issue of the SHOE AND LEATHER JOURNAL, Edmund and Clifford Weston, sons of Fred. W. Weston, president of the Weston Shoe Co., Campbellford, Ont., have enlisted with C Company, 21st Battalion, and are now at Kingston, Ont., for service in the second Expeditionary forces. Edmund Weston is twenty-two years



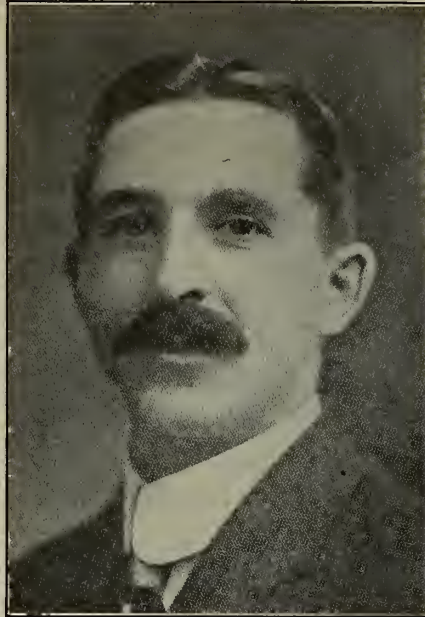
EDMUND WESTON

CLIFFORD WESTON

of age, and had charge of the leather department in the factory, while Clifford is seventeen years old, and was on the staff of the Bank of British North America, Campbellford branch. Both young men are very popular in their native town, and are sure to uphold worthily and well the honors of their country whose call they are answering.



W. J. CONNOR, MANAGER OF THE
LONDON BRANCH



I. W. KUEHNER, NEW MANAGER
OF MONTREAL PLANT



J. A. CONNOR, MANAGER OF THE
TORONTO DIVISION

THREE NEW APPOINTMENTS BY CANADIAN CONSOLIDATED RUBBER CO.

the writer, and the weak spots were where the welt was sewed on to the inner sole, and the outer sole sewed on to the welt.

Therefore, to sum up, in our opinion, the best method at present known for making an Army shoe is the Standard screw, with a heavy outer sole and a medium weight middle sole and inner sole, all of the best quality, fastened with the Standard screw process.

Yours truly,
SCRUTINEER.

Montreal, December 14th, 1914.

A SHOE THAT WILL NOT SLIP



One of the new non-slip infants walking shoes turned out by the Hurlbut Co., of Preston, Ont., with patent vamp and red kid top. The shoe is made on right and left lasts and not a tack is used in its construction. The main thing is the non-slip, flexible sole feature, which is

appreciated by mothers of little ones who are learning to walk or are not yet sure on their feet.

HE TAKES ANOTHER STEP UP

I. W. Kuehner, who for the past two years has held the position of manager of the Maple Leaf Rubber factory at Port Dalhousie, Ont., is leaving for Montreal to take charge of the large factory of the Canadian Consolidated Rubber Co., in that city. Many friends will wish him every success

in his responsible position. He was born in Waterloo in 1879, and after being educated in Galt and Guelph, was for a time employed with the Waterloo Mfg. Co., but later entered the service of the Berlin Mfg. Co. This was some fourteen years ago, and he remained with that firm five years. He was then in business for himself for a while after which he joined fortunes with the Merchants Rubber Co., and was given charge of the cutting department. After four years service, he entered the employ of the Miner Rubber Co., at Granby, but later, re-joined the Canadian Consolidated Rubber Co., being made assistant superintendent of the Maple Leaf Factory. Soon after, he was made superintendent and for the past two years, as stated, has filled the responsible post of manager. He is the youngest superintendent in the employ of the Canadian Consolidated Rubber Co.

PROGRESSIVE YOUNG CANADIAN—Eight years' experience with two large United States shoe companies; at present managing store in New York City; wishes similar position or traveling for other shoe house in Canada; best references, etc. Box 92, 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.

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☞ Better order in advance of your requirements, so as to be sure to cover your customers' wants at the moment of demand.

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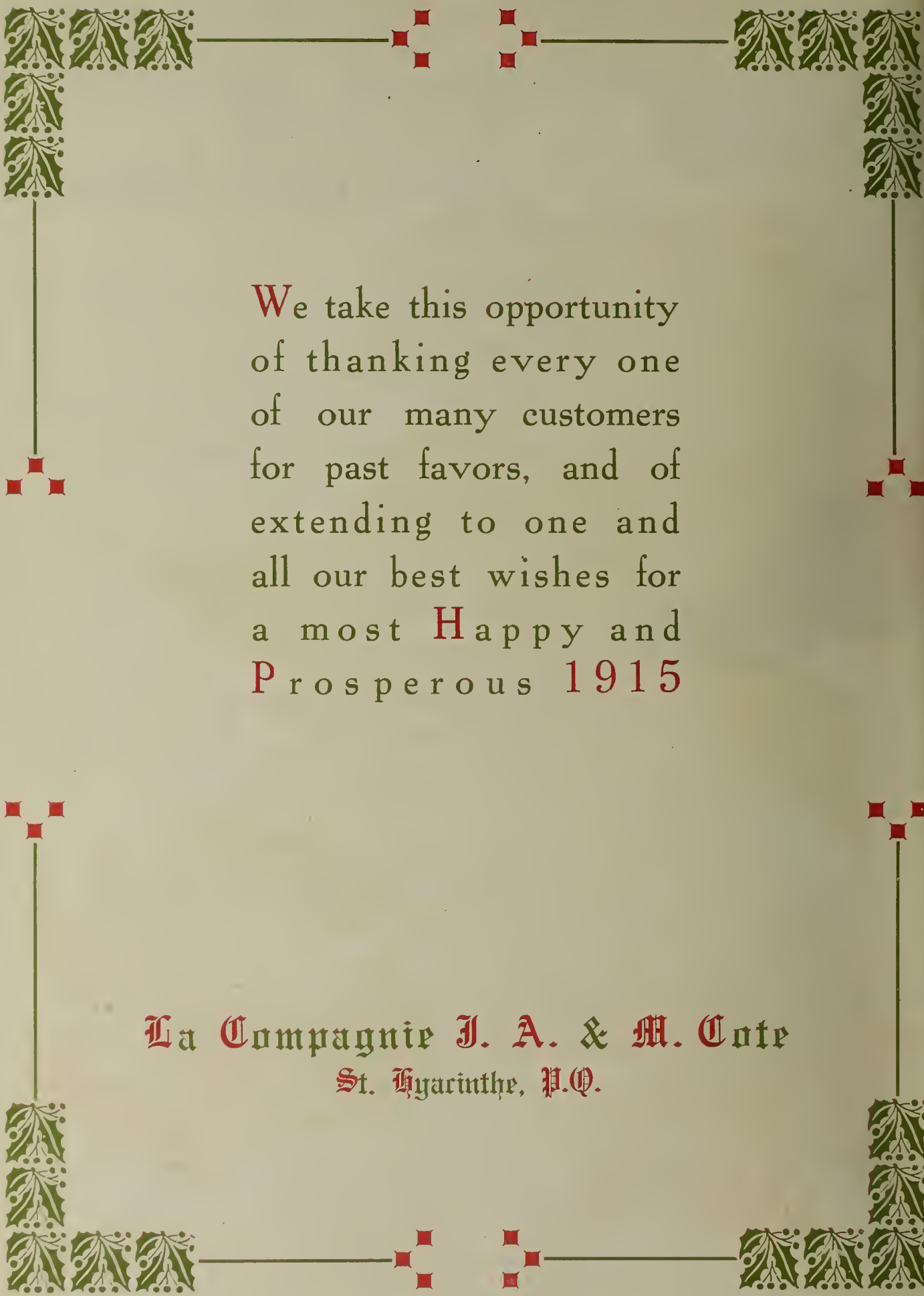
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| The Miner Rubber Co., Limited | - - - 21 Notre Dame St., | Quebec, Que. |
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MERIT**



We take this opportunity
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of our many customers
for past favors, and of
extending to one and
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a most **H**appy and
Prosp**e**rous **1915**

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“Trent Valley” Oak Sole, in sides, backs and bends Tap Soles still at old prices

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There is nothing made that is just as good.

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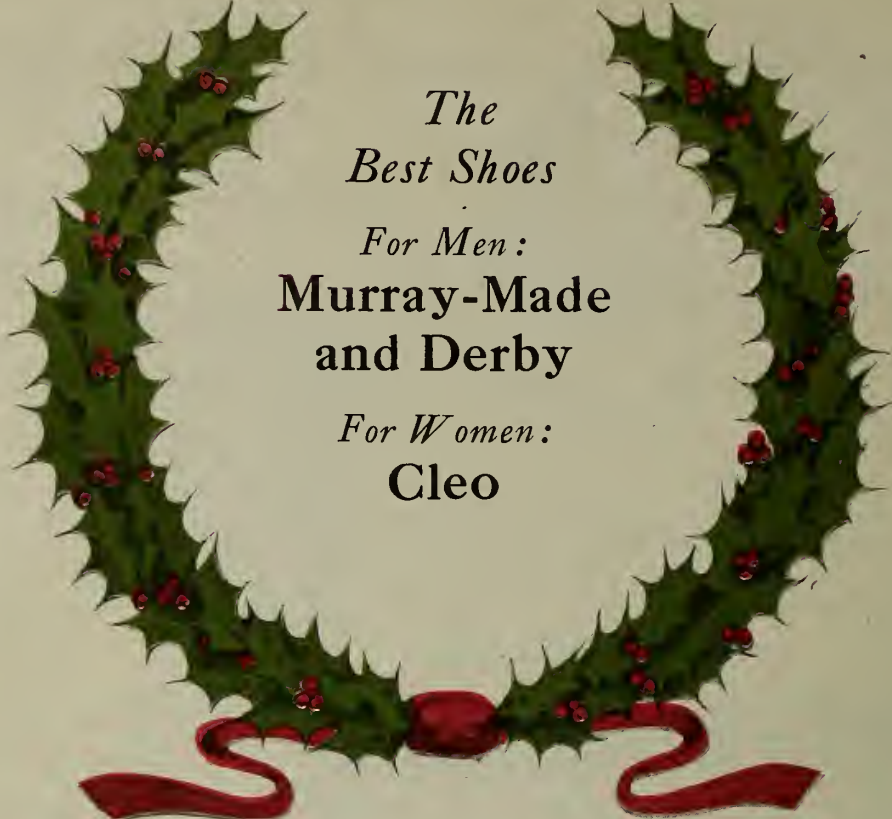
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Christmas Greetings

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We wish you all a MERRY CHRISTMAS and a BRIGHT and PROSPEROUS NEW YEAR.

The Murray Shoe Co., Limited

LONDON, ONT.

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Read the paragraphs below. They contain illustrations of and information about Dunlop Leaders.

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Dunlop Rubber Heels are outselling any other heels in Canada to-day. Don't take our word for it; ask any shoe-findings jobber in Canada. To-day the number of jobbers carrying the Dunlop line is five hundred per cent. greater than last April when the campaign commenced.

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Dunlop Soles will wear indefinitely.

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Why not test our claim that nothing in this country surpasses "Channel," "Chrome" and "Gem" for all those durable qualities in a cement, principal among which are maximum adhesion and speedy drying qualities.

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The Dunlop Line



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They do not crack, break away at the stitches, harden with age or show any of the faults of ordinary rubber soles.

**They are lighter than leather and 25 to 50 per
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You can sell more shoes and they will give better satisfaction if you use ARMORTRED RUBBER SOLES. They are as desirable for Winter as for Summer wear. If you cannot get samples of your dealer, write us direct, telling us of your requirements.

SEND FOR OUR LATEST ARMORTRED FOLDER

The B. & R. Rubber Co., North Brookfield, Mass.

'NUGGET' POLISHES



MAY we wish this Christmas that the arms of Britain and her Allies will soon prevail, and war be ended for ever, so that we may soon be able to say with all truthfulness and sincerity "Peace on earth and good will towards men"

We trust that 1915 will be a prosperous year for our many friends, and beg to thank you for your support in the past.

The Nugget Polish Co. Limited

9, 11 and 13 Davenport Road

TORONTO, ONT.

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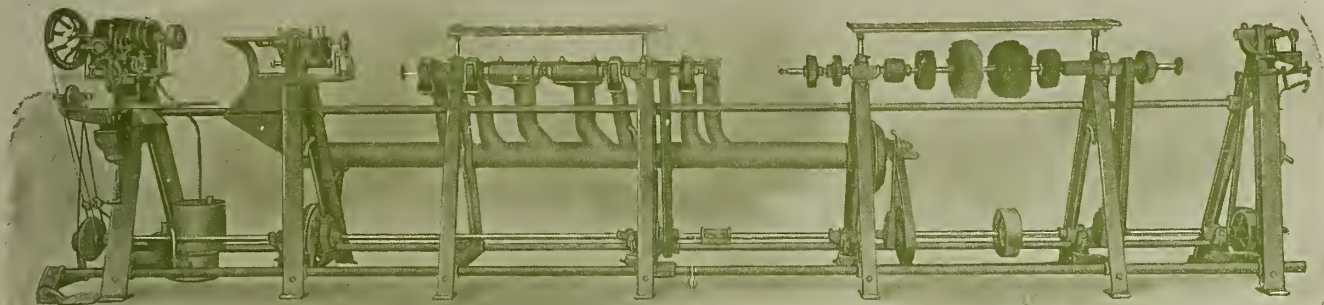
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WE EXTEND TO ALL OUR PATRONS
OUR BEST WISHES
FOR A

Happy Christmas
and a
Prosperous New Year

L. H. Packard & Co., Limited
Canada's Largest
Shoe Store Supply House

22-FOOT GOODYEAR SHOE REPAIRING OUTFIT



MODEL N

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

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

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

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

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

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

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

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

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

FULL INFORMATION FURNISHED PROMPTLY ON REQUEST.

UNITED SHOE MACHINERY COMPANY

OF CANADA

MONTREAL - - QUE.

122 Adelaide Street West, TORONTO

492 St. Valier Street, QUEBEC



We Are Operating Once More

Clark Bros. are in their new factory and hard at work on orders for Winter delivery and preparing for Spring, 1915.

New machinery has been installed throughout, and the line of samples has been added to so as to make their range complete.

Several new lasts have been introduced, while the popular lines that have made such a hit with the entire trade are again being made.

Retailers will find Clark Bros'. Shoes distinguished by the same character, workmanship and quality that gave them an individuality before the fire.

Have your jobber submit samples of Clark Bros. mock Goodyear Welts for women.

Jobbers' Inquiries Solicited

CLARK BROS., LIMITED
ST. STEPHEN, N.B.



